

# From the President's Desk

All successful business owners should constantly be thinking of ways to make their businesses more profitable. It's an obvious statement, but success can often breed complacency, and that can destroy a business as surely as anything. We can't sit still and assume that profits will continue to take care of themselves.

Not a day goes by that I'm not working on ideas to make this company stronger. Whether it's an idea for a new product, a new marketing strategy or a process to improve our efficiency, my mind is always working. Not all of these ideas get implemented, of course, but many do. The point is, there are always ways to improve.

And while we explore any number of strategies to increase our market share, we never stray from our basic core values. This company was built on the quality of our products and that will never change. Our identity has been established through product quality, and consumers rely on us for that. They trust us. They have come to know that AMSOIL products will perform like the company states they will.

We have also established ourselves as a company of integrity. Just as consumers trust us to deliver high-quality products, our Dealers trust us to deliver a profitable business opportunity. And we do. Again, it is basic to AMSOIL. Dealers can rest assured that the company will support you every step of the way. We have proven for close to forty years our steadfast commitment to the AMSOIL Dealer network.

I encourage all Preferred Customers to seriously consider our business opportunity. Many Dealers begin their businesses by simply using the products, just like you. Once they

actually experienced the benefits the products provided, they pursued the business opportunity. Then, with guidance from their sponsors, support from AMSOIL corporate and some hard work and determination their new business began to grow.

Most new Dealers typically sell product initially to friends, acquaintances and co-workers. As they gain experience, they have options to match their skills and interests. Many have created wonderful websites or use a website option provided by the company to build their businesses online. Others gain income from distributing the AMSOIL Retail Catalog. In both cases, customers purchase their products directly from AMSOIL, and the Dealer earns the profit.

Armed with even more experience, many Dealers begin to focus on a more traditional business model. Using the Retail-on-the-Shelf Program, Dealers register stores as retail accounts that then feature AMSOIL products on their shelves. The accounts can order directly from AMSOIL and, again, the Dealer earns the profit.

Other Dealers have gained great success with our Commercial Program. They sell AMSOIL products to truck fleets, construction companies and all other types of businesses that install the products in their vehicles and equipment. Once again, the accounts can order directly from AMSOIL, and the Dealer receives the profit.

Although the AMSOIL business opportunity is extremely diverse and has different appeal for many, the most successful AMSOIL Dealers are those who sponsor and train. They share the opportunity with others, and by providing education, encouragement and support, they build large, solid AMSOIL organizations. They create financial freedom and security for themselves, their families and their generations to come. Nothing would please me more than seeing all Preferred Customers who have an interest enjoy that same success.



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## There are four basic types of wear.

Fortunately, all four can be controlled with quality lubrication.

In 2011, the average cost of a new vehicle increased to almost \$30,000, and the average cost of gasoline rose to \$3.52 per gallon, up from \$2.78 per gallon in 2010 and \$2.35 per gallon in 2009. Considering the sharp increase in the cost of ownership, it's no wonder people are hanging onto their vehicles longer than they have in the past. According to Consumer Reports, the average vehicle age in 2008 was five years; today, the average age of vehicles on the road is nine years. As more people look to keep their vehicles longer, more of them learn that, without proper maintenance, vehicles might not last as long as they'd like. It is up to drivers to protect their investments.

There is little more detrimental to your vehicle's engine than wear, and lubricating oils are your first line of defense. Numerous factors contribute to engine wear, but all can be categorized as one of the following four basic wear mechanisms: abrasive, corrosive, adhesive and fatigue.

Abrasive wear is caused by foreign particles entering the engine, most commonly soot and dirt. Once inside the engine these particles become trapped between moving parts – the piston and cylinder, for example – and grind against their metal surfaces. Wear particles act as sandpaper, continuously rubbing and wearing away metal surfaces by rupturing the oil film separating moving engine parts, resulting in particle-to-metal contact. This contact creates friction and reduces energy efficiency.

Abrasive wear commonly occurs when dirt or other contaminants enter the engine through the air intake system. These contaminants cause excessive wear on rings, pistons and cylinders. Increased cylinder and ring wear can cause blow-by, which decreases compression and causes loss of power. An efficient filtration system can help prevent abrasive wear by blocking contaminants that would otherwise enter the oil sump and find their way into the system.

Corrosive wear is the result of rubbing action on a metal surface in conjunction with chemical attack. Combustion byproducts introduce acids into the oil sump. If unaddressed, these acids can build up in the system and oxidize or corrode the surface of sensitive areas, including lead- and copper-lined bearings and other soft yellow-metal surfaces. As the surfaces begin to corrode, pieces of oxidized metal break free and become wear particles in the system.

The most commonly recognized mechanism is adhesive wear, which occurs when metal surfaces come in contact under conditions of high load, speed or temperature. Surface irregularities, called asperities, touch and weld momentarily, then break off as the surfaces separate. The load applied to the two points of contact is so high that they bend and adhere to one another. Rough metal surfaces with larger microscopic hills and valleys are more susceptible to this type of wear. Adhesive wear can result in scuffing, scoring or seizure.

Fatigue wear originates from situations where the lubricating film is in place, but recurring stress like vibration or shock-loading causes cracks or pits over time. This is a common type of wear found in equipment that frequently starts and stops or changes speeds. Fatigue wear can develop in rolling element bearings as they pass over a stressed area repeatedly and, ultimately, develop cracks that release small bits of metal over time, leaving holes or pits in the surface. These holes or pits grow and connect, resulting in large losses of surface metal and catastrophic damage.

Regardless of equipment type, bearings, gears and cylinders are susceptible to wear, and thus require high-quality lubricant protection. Choosing the proper viscosity for your oil will aid in wear protection by reducing the likelihood of metal-to-metal contact. A full-synthetic base oil provides a naturally higher viscosity index for improved shear stability, again helping to reduce wear by maintaining proper viscosity. Oil film strength is also a key wear-protection property. Adequate film strength provides a lubricant barrier between moving parts, ensuring friction is greatly reduced.

AMSOIL Dealers' ability to identify the symptoms of each mechanism is important in order to diagnose both mechanical and lubrication issues. AMSOIL synthetic lubricants offer outstanding wear prevention to help vehicles last longer, which is something an increasing number of consumers are interested in. ■