

# 2014 YEAR

New products, business

## JANUARY

### AMSOIL Introduces Arctic Synthetic Grease

New AMSOIL Arctic Synthetic Grease (GEC) provides extreme low-temperature pumpability and superior protection for equipment operating in harsh climates where temperatures drop well below freezing, ensuring superior load and wear protection where conventional greases are ineffective.



### Team AMSOIL Riders Medal at Winter X

AMSOIL-sponsored Hentges

Racing snocross riders Kody Kamm and Justin Broberg take the silver and bronze medals, respectively, at the 2014 ESPN Winter X Games.



## FEBRUARY

### AMSOIL SABER® Professional Aligned to Help Dealers Capture Landscaping Contractor Market

AMSOIL SABER® Professional Synthetic 2-Stroke Oil's (ATP) label and supporting material are redesigned to make it clear users can choose the mix ratios they're comfortable with. Users seeking an uncompromising combination of convenience, savings and protection are encouraged to use the SABER Ratio™ (80:1, 100:1). Fuel stabilizer is also added to the formulation, further increasing its value.



## MARCH

### Bowers Takes AMSOIL Arenacross Title

Team AMSOIL rider Tyler Bowers sweeps the main events in Salt Lake City to earn his fourth straight AMSOIL Arenacross title.



### Borich Sets AMSOIL GNCC Record

Team AMSOIL ATV rider Chris Borich overcomes a rain-soaked course in Morganton, N.C. to set a new AMSOIL GNCC career victory record with 69 total victories.



## APRIL

### AMSOIL Unveils New Dealer Business Software (DBS)

AMSOIL introduces its new cloud-based Dealer Business Software (DBS), designed to help AMSOIL Dealers conduct business anywhere and operate their businesses more efficiently. All data and information stored in the DBS can be accessed from anywhere, at any time, as long as a stable Internet connection is available, providing real-time access to business contacts and information.



### Upgrades to Online Locator Help Improve Convenience and Boost Sales

Following several upgrades, the AMSOIL Online Locator can be used to find retail locations that sell AMSOIL products, helping drive traffic to retail accounts and boosting sales.



### Retail Account Zone Receives Slick Upgrade

The AMSOIL Retail Account Zone is upgraded, providing retail accounts with fast access to online forms, reports, price lists, their servicing Dealer's contact information, technical/Safety Data Sheet (SDS) information and other important business tools.



### New OAI Value Kit Hits the Market

AMSOIL introduces the new Oil Analyzers Value Kit (KIT14), providing customers an affordable option when a full fluid analysis is not required.



## MAY

### New CVT Fluid Expands Market for Dealers

New AMSOIL Synthetic CVT Fluid (CVT) provides outstanding protection and performance for continuously variable transmissions (CVTs). It helps prevent belt and chain slipping, resists oxidation and wear for maximum CVT life and provides outstanding anti-shudder durability and reduced noise and vibration. AMSOIL CVT Fluid offers a cost-effective, premium-quality alternative to vehicle-manufacturer-branded fluids, saving customers money and allowing higher profit margins for installers.



### AMSOIL Offers Free Shipping to Online/Catalog Customers

AMSOIL introduces free shipping on orders of \$100 or more to online/catalog retail customers in the continental U.S.



# YEAR IN REVIEW

tools and partnerships highlight 2014.

## AMSOIL University Prepares Dealers for Success



Hundreds of AMSOIL Dealers arrive at the Duluth Entertainment & Convention Center (DECC) in Duluth, Minn. to attend the premier Dealer training event of the year, AMSOIL University.



## Bogle Wins Monster Energy Supercross Title

GEICO/AMSOIL/Honda rider Justin Bogle clinches the 2014 Monster Energy Supercross 250SX East Coast title in Las

Vegas, extending the AMSOIL-backed team's streak of championship-winning seasons to five.

## JUNE

### Landing Pages Receive a Facelift

In an effort to help Dealers increase online customer conversion, the landing pages at [www.amsoil.com](http://www.amsoil.com) undergo a transformation. The updated pages are designed to engage potential online customers with rich, interactive content that identifies challenges and answers questions they may have.



## JULY

### AMSOIL Partners with MMI

AMSOIL enters a partnership with Universal Technical Institute (UTI) to become the official oil of its motorcycle

and marine divisions, the Motorcycle Mechanics Institute (MMI) and Marine Mechanics Institute (MMI). As the Official Oil of MMI, AMSOIL gains four AMSOIL-branded classrooms and assumes an active role in the lubrication and chemical curriculum training.

## AUGUST

### AMSOIL Keeps Sturgis Cool

Hundreds of thousands of motorcycle enthusiasts make the trek to Sturgis, S.D. for the 2014 Sturgis Motorcycle Rally.

AMSOIL returns as the Official Oil for the 74th annual rally and becomes the exclusive Official Oil of the legendary Buffalo Chip Campground, which hosts rounds 11 and 12 of the TORC Series presented by AMSOIL.



## Hampshire Rises to the Top at Loretta Lynn's

Team AMSOIL/Factory Connection rider RJ Hampshire makes history by becoming the first amateur racer in nearly 20 years to sweep both A (250 A and Open Pro Sport) classes at the 2014 AMA Amateur National Motocross Championship presented by AMSOIL at Loretta Lynn's Ranch in Hurricane Mills, Tenn.



## SEPTEMBER

### LeDuc Swipes AMSOIL Cup

Kyle LeDuc puts on a driving clinic at the historic Crandon International Raceway on Labor Day Weekend to take the AMSOIL Cup.

## OCTOBER

### Borich Captures AMSOIL GNCC Title

Team AMSOIL GNCC rider Chris Borich wins his sixth AMSOIL GNCC XC1 Pro ATV championship at the AMSOIL Ironman GNCC in Crawfordsville, Ind.



## DECEMBER

### Signature Series Synthetic Motor Oil Excels in Double-Length Performance Test

AMSOIL Signature Series 5W-30 Synthetic Motor Oil (ASL) passes a double-length (200-hour) Sequence III Engine Test with flying colors. Results show the oil delivered outstanding wear protection, deposit control and oxidative stability after 200 hours of testing.

