

PREFERRED CUSTOMER MEMBERSHIP OR AMSOIL DEALERSHIP

The Choice Is Yours

Preferred Customer Memberships

Preferred Customer memberships are recommended for people who are not necessarily interested in the business opportunity, but want the lowest possible prices on the best lubrication and filtration products for their vehicles and equipment. Preferred Customers pay the same low prices for AMSOIL products that AMSOIL Dealers pay.

Independent AMSOIL Dealerships

Independent AMSOIL Dealerships are recommended for people who want to own their own business, be their own boss and set their own goals. The AMSOIL business opportunity is versatile and dynamic so that each person can create his or her own personally tailored business.

Personal Sales

As an AMSOIL Dealer, you purchase AMSOIL products at Dealer cost and then sell them at the suggested retail price. Your income starts building immediately with retail profits and commission bonuses!

Catalog Sales

Dealers distribute AMSOIL catalogs, and AMSOIL INC. takes it from there. AMSOIL takes the order, ships the product, bills the customer and collects the money. The Dealers collect the retail profits and the commissions.

Internet Sales

Dealers link their websites to the corporate AMSOIL website, or purchase ready-made AMSOIL websites. This allows customers to purchase products through the AMSOIL Online Store, and Dealers get the retail profits and commissions.

Building Your Sales Group

You can expand your AMSOIL Dealership and increase your income volume by developing your own Personal Group of AMSOIL Dealers. AMSOIL pays you commissions on their sales.

Retail-on-the-Shelf Sales and Commercial Sales

Retail-on-the-shelf accounts are retail outlets such as quick lubes, powersports dealers, auto parts and hardware stores. These stores stock AMSOIL products on their shelves to sell to their customers. Commercial accounts are businesses that have vehicles, equipment and machinery that use the quality lubricants and filters available in the AMSOIL product line, but do not sell them. Once you've registered one of these accounts, AMSOIL extends them credit, takes their orders, ships their product, invoices the product and collects the payment. AMSOIL then sends you your monthly commission earnings from the account.



**Dealerships
and
Preferred Customer
Memberships**



**Providing Business
Opportunities
Since 1973**

It's Up To You

Whether you're interested in simply purchasing AMSOIL products at wholesale prices or starting your own independent business, AMSOIL has an opportunity for you.

AMSOIL Dealership

An AMSOIL Dealership is the ideal start-up opportunity for those who want to own their own business. AMSOIL provides training materials, administrative assistance, technical support and everything needed to build successful Dealerships.

- Minimal start-up fee
- No inventory requirements
- No administrative headaches
- No capital investment
- No employee requirement
- You choose your own level of time investment

AMSOIL Preferred Customer

AMSOIL Preferred Customers purchase AMSOIL products at wholesale prices, without the responsibilities of owning a Dealership.

- Preferred Customers save money on AMSOIL products. If Preferred Customers purchase approximately \$100 of AMSOIL products in a single year, the savings are immediate.
- Preferred Customers receive AMSOIL information packets and monthly issues of the AMSOIL *Action News* company magazine.
- Preferred Customers can register over the phone. No social security numbers or signatures are required.
- Preferred Customers can register for six or 12 months and may change status to an AMSOIL Dealership at any time.

The First In Synthetics

It isn't just a slogan, it's the truth. As a jet fighter pilot, Al Amatuzio witnessed the extraordinary benefits of synthetic oils used in jet engines. Seeing the need for these benefits in passenger vehicles, he formulated the first synthetic motor oil in the world to meet American Petroleum Institute (API) service requirements for automobile engines. Other companies claimed that synthetic lubricants bore no significant advantage over conventional petroleum oils.

More than thirty years later, the benefits of synthetics are widely recognized, and those same companies have followed the AMSOIL lead by developing their own synthetic and synthetic blend motor oils. AMSOIL has remained "The First In Synthetics" by continually developing new products and insisting on the highest quality raw materials.



The Company...

The AMSOIL corporate headquarters, manufacturing plants and chemical and test laboratories boast state-of-the-art equipment and specialists in every facet of lubricant technology. At AMSOIL, unparalleled quality standards are assured. AMSOIL provides a full range of customer and technical services, while 14 distribution centers throughout North America and the world keep pace with the increasing demand for AMSOIL products.



The Products...

Since the introduction of AMSOIL Synthetic Motor Oil in 1972, AMSOIL has gone on to develop the most complete line of synthetic lubricants and automotive products in the world. The history of AMSOIL product introductions is a checklist of industry firsts. AMSOIL motor oils, two-cycle oils, gear lubes, greases and high-tech air and oil filters are concrete testimony to AMSOIL innovation and quality.