

AMSOIL PRODUCTS WIN SEMA AND WORLD AG EXPO AWARDS

AMSOIL Quickshot™ SE
Awarded Best New Powersports Product
by SEMA Judges



Each fall, over 100,000 automotive specialty products industry leaders from more than 100 countries gather at the Specialty Equipment Market Association (SEMA) Show to showcase and demonstrate products, attend seminars and special events and take advantage of networking opportunities. Held November 2-5 at the Las Vegas Convention Center, the 2010 show boasted more attendees, booths, new product introductions and vehicles than ever. Representing AMSOIL was Director of Advertising Ed Newman.

The first day of the show opened with the New Products Awards Breakfast. Over 2,000 new products were submitted for consideration of this distinctive honor in 15 different categories, and judges were looking for superiority of innovation, technical achievement, quality, consumer appeal and marketability in their search for the winners. With Dave McClelland of Hot Rod TV and the Voice of SEMA leading the awards program, AMSOIL Quickshot SE was announced as the winner of the Best New Powersports Product Award.

Quickshot SE

AMSOIL Quickshot SE (AQS) is formulated to thoroughly clean varnish, gums and insoluble debris in two- and four-stroke gasoline-powered small engines and powersports equipment fuel systems, restoring peak performance. It effectively addresses performance issues related to ethanol, water and dirty pump gas, and stabilizes fuel between uses and during short-term storage periods.

Help AMSOIL Biodegradable Hydraulic Oil
Win the 2011 World Ag Expo
Attendees' Choice Award



AMSOIL Biodegradable Synthetic Hydraulic Oil has been selected as a 2011 World Ag Expo Top-10 New Product and is in the running for the 2011 World Ag Expo Attendees' Choice Award. Visit www.worldagexpo.com/General-Info/Top-Ten/Top-10-Products-2011.htm to vote for AMSOIL Biodegradable Synthetic Hydraulic Oil to win the 2011 World Ag Expo Attendees' Choice New Product Award.

As a World Ag Expo Top-10 New Product, Biodegradable Hydraulic Oil will be featured in the event's New Product Center, as well as in a variety of publications, including the *World Ag Expo Preview* magazine, *Official World Ag Expo Show Guide*, the *World Ag Expo Top-10 New Product Digest* and the event's website at www.worldagexpo.com.

The World Ag Expo at the International Agri-Center in Tulare, Calif. represents the largest agriculture exposition in the world. Expected to draw approximately 100,000 attendees and feature 1,600 exhibitors displaying the latest agricultural products and technology, next year's 44th annual event will be held February 8-10 and will offer a variety of seminars and demonstrations for dairy producers, farmers, ranchers and agri-business professionals.

Biodegradable Synthetic Hydraulic Oil

AMSOIL Biodegradable Synthetic Hydraulic Oil (BHO) is designed to provide premium hydraulic fluid performance for demanding applications, while effectively addressing biodegradability and low toxicity requirements. Its blend of high oleic oils, synthetic esters and customized additives not only protects hydraulic components against wear, but also protects the environment in the case of leakage or spills.