

AMSOIL Signature Series Showcased in Leading Magazines

As the leader in synthetic lubricant technology, AMSOIL has established a following of loyal enthusiasts who appreciate AMSOIL products' consistent delivery of high-quality performance as advertised. While brand recognition has increased substantially in recent years, there are still many motorists who are unaware of AMSOIL and the benefits AMSOIL products provide. The company's extensive marketing and advertising efforts work to increase AMSOIL brand awareness.

Niche Markets

AMSOIL has achieved a great deal of success through the years by focusing its advertising efforts on niche markets, reaching an estimated 20 million magazine readers over the past year through a wide variety of publications, including *Street Rodder*, *Diesel Power*, *American Iron*, *Land Line* and many others. Through the combined efforts of advertising and racing sponsorships, AMSOIL has achieved increased popularity and sales in many of these niche markets.

Surveys conducted by top motocross magazines, including *Transworld Motocross* and *Motocross Action*, reveal steadily increasing popularity of AMSOIL products among its readers. For example, while the 2002 *Motocross Action* Reader Profile revealed AMSOIL two- and four-stroke oils were the oils of choice for 4.7 percent and 2.2 percent of readers respectively, the magazine's 2010 Reader Profile revealed AMSOIL two- and four-stroke oil popularity had grown by 77 percent (8.3 percent of readers) and 250 percent (7.7 percent of readers) respectively.

The company's increased involvement in the motorcycle market over the past five years, which has included signing on as the Official Oil of the three largest motorcycle rallies in the country (Sturgis Motorcycle Rally, Daytona Bike Week and Laconia Motorcycle Week) and an aggressive advertising campaign in motorcycle publications, has translated into a 77.9 percent growth in motorcycle oil sales.

Expanding Advertising Reach

Having achieved significant success and increased sales in niche markets, the next step for the company is expanding its reach. AMSOIL has recently mapped out a one-year, bimonthly advertising plan with two leading men's magazines: *Car and Driver* and *Popular Mechanics*. *Car and Driver* is the second-most popular men's magazine in the country, while *Popular Mechanics* is the fourth-most popular.

The first of six *Popular Mechanics* advertisements appeared in the October 2011 issue, while the first of six *Car and Driver* advertisements appeared in the November 2011 issue.

According to current circulation data, *Car and Driver* has 1.2 million subscribers and *Popular Mechanics* has 1.22 million subscribers. Even more impressive is the "pass-along" readership of both publications, which refers to the total number of readers. Both magazines are often passed along to friends and relatives, are carried by most libraries and are popular choices for various waiting rooms (doctor, dentist, mechanic, etc.). *Car and Driver* has a pass-along readership of 9-11 million, and *Popular Mechanics* has a pass-along readership of 7.7 million.

"The time was right for us to concentrate effort beyond our niche market campaign into the major mainstream magazines," said AMSOIL Vice President, Marketing & Communications Kevin McBride. "As the company was mapping out its marketing push into these two well-known magazines, we knew it was important to emphasize what sets AMSOIL apart from other motor oil companies. The 25,000-mile/one-year drain interval offered through the Signature Series line is not matched by any other company. *Popular Mechanics* and *Car and Driver* reach a large percentage of do-it-yourselfers, and emphasizing Signature Series and its extended-drain benefits will help create countless impressions." ■

If you could drive
without changing oil,
why would you?

CAR AND DRIVER



The introduction of AMSOIL synthetic motor oil standards in motor oil quality. Its 25,000-mile drain interval guarantee expanded the boundaries of performance and delivered value that motorists realized before. AMSOIL synthetic motor oil outperforms conventional petroleum oil on all counts.

Today, virtually every other motor oil manufacturer followed the AMSOIL lead with synthetic oils. Some are even formulated for extended drain intervals, however, can match AMSOIL's experience. And not one provides the performance, convenience and savings that AMSOIL synthetic motor oil provides.

AMSOIL. Accept no substitutes.