

AMSOIL University Highlights Race Efforts

Monster truck unveiled, race teams honored



Three Team AMSOIL haulers greet Dealers at AMSOIL University.

The amazing growth of AMSOIL was witnessed firsthand at the end of May at the annual AMSOIL University. Approximately 250 AMSOIL Dealers capped attendance for the weeklong educational event, gaining in-depth knowledge from corporate and industry leaders. Organizing the right social activities for a group this size is a major undertaking, but the race department is always eager to find new ways to improve the show.

Tuesday night was race night for both the Dealers and corporate employees. As in past years, AMSOIL invited a number of its race teams to be on display at the annual affair. AMSOIL University 2006 showcased quite possibly the best and biggest collection of race teams in the company's history. The teams in attendance included the 2005 ChampBoat Series champion and 2005 AMSOIL Team of the Year Terry Rinker. It marked his first visit to the AMSOIL corporate headquarters in Superior, Wis. since the company's 30th Anniversary celebration in 2003.



A standing ovation greeted the race teams when they were introduced at Tuesday night's barbeque.



Dan Vanden Heuvel, Jr. parked alongside his dad's off-road effort.

Also making the trip to the Twin Ports were Scheuring Speed Sports and pro snocross rider D.J. Eckstrom, three-time oval ice world champion P.J. Wanderscheid, 2004 World Dirt Racing League champion and rookie of the year Brady Smith and 4-wheel Jamboree champion Jeff Dedick of Autumn Woods Racing. Another team taking part in the show was the AMSOIL "Super Team" of Scott Douglas, Dan Vanden Heuvel, Mike Oberg and Dan Vanden Heuvel, Jr. All four drivers and their trucks made it to northern Wisconsin on Tuesday night after spending the previous weekend in San

Diego at the Championship Off-Road Racing series opener.

All the teams set their race haulers up in front of the AMSOIL Center and brought their race vehicles inside for Dealers and employees to look into, sit on and ask questions about. All the drivers were on hand to sign autographs and answer questions about their race teams and circuits. For some, it was their first time visiting the AMSOIL corporate offices.



Super Team driver Mike Oberg proudly displays his new Pro-2 race truck.

"I am truly amazed," said Jeff Dedick of Autumn Woods Racing. "The Dealers were so excited to see our trucks and ask questions. We were truly amazed by their knowledge of our team and how much they appreciated our efforts."



Brady Smith brought his national tour to a quick stop at AMSOIL University.

All the race teams were introduced to the crowd, along with a summary of their accomplishments and efforts. After each team and driver was introduced, the crowd gave a well-deserved standing ovation.

"Seeing the Dealers get so enthused about the company and the race teams was awesome," said Scott Douglas. "Also getting a chance to meet face to face with the technical people at AMSOIL was a great experience for us. It makes us want to go out and win every race and represent AMSOIL that much more."

Included in this presentation was the announcement that Scheuring Speed Sports had recently signed top snocross rider Shaun Crapo. Crapo comes over from Team Arctic Cat, and he finished the 2005-2006 WPSA snocross season with two pro wins and two top five finishes.



Defending champion Terry Rinker brought his Champ Boat for display.



Indy 500 legend Bobby Unser recanted stories ranging from his friendship with Al Amatuzio to the products that helped him win races.

“Albert J. Amatuzio: An American Success Story” on Wednesday night, three-time Indianapolis 500 winner Bobby Unser was on hand to salute Al Amatuzio’s career. Unser is a long-time AMSOIL user, both professionally and personally, and



The AMSOIL Shock Therapy monster truck runs a wheelie in front of the AMSOIL Center.

One final team made an early trip to Superior. Paul Shafer Motorsports promoter Bobby Paul and the driver of the Bearfoot monster truck, James Tique III, arrived in the area on Sunday. The next two days were spent working with a local design company to put a new vinyl wrap on the old Smoke truck, turning it into the AMSOIL Shock Therapy monster truck. The truck, with its fresh new look and 1800 h.p., was unveiled to the crowd Tuesday night. AMSOIL Race Coordinator Jeremy Meyer drove it out from its hiding spot before Tique took the controls and put on an impressive display of power and entertainment.

“This is one of the biggest things AMSOIL has done in motorsports in its three-plus decades of operation,” said Meyer. “That truck is going to turn heads at races and shows across the United States and Canada.”

“I’ve never seen anything like it,” said Bobby Paul. “The design work is unbelievable, and it’s going to be a very popular truck at all of our events. To unveil it here in front of all of these Dealers was the best place for it to happen. It’s a tribute to their hard work and success that we could show it to them first.”

The Shock Therapy truck will be running at events promoted by Paul Shafer Motorsports throughout the year. For a complete schedule, visit the racing pages at www.amsoil.com.

The week was capped off with a racing legend, a man who helped tie the past to the present for AMSOIL. At the world premiere of

“Albert J. Amatuzio: An American Success Story” on Wednesday night, three-time Indianapolis 500 winner Bobby Unser was on hand to salute Al Amatuzio’s career. Unser is a long-time AMSOIL user, both professionally and personally, and he told stories ranging from his race days to using AMSOIL products in his motor home. Unser is interviewed in the movie and is a long-time friend of Amatuzio.

With another AMSOIL University in the record books, the bar has been raised for next year’s showcase. Many of the teams are already planning on making it back, and more surprises are in the works. And with plans in place to expand the size of AMSOIL University in 2007, more Dealers than ever will get a chance to see the AMSOIL race efforts firsthand.



Autumn Woods Racing showed off their tough trucks inside the AMSOIL Center.



The AMSOIL Shock Therapy monster truck goes for a quick spin in front of 400 AMSOIL Dealers and employees.

Free Corporate Booth Space Registration Going Electronic **Dealer Zone and e-mail will detail opportunities**

The AMSOIL Race Department continues to add new series and venues that produce national and international recognition for AMSOIL. As part of the company’s agreements with the various race series, AMSOIL is afforded free booth space at all events. In turn, AMSOIL offers this space to its Direct Jobbers, and at times, Direct Dealers, at no charge. In the past, AMSOIL sent letters soliciting Dealers to work the events. With more than 15 corporate series now sponsored by AMSOIL, these applications are now offered online. Dealers may sign up electronically in the Dealer Zone for an event in their area they would like to work, and e-mails will also be sent to all qualifying Dealers when the event schedules are finalized. The applications are put through a lottery process once the submission deadline has expired. If you have any questions, or would rather receive a letter for each series, please contact the race department at racing@amsoil.com or call 1-800-777-7094.