

AMSOIL Gears Up To Off-Road

For the past two decades, AMSOIL has actively supported off-road racing. For the most part, 4x4 truck racing has traditionally received most of its attention in desert racing arenas such as the Baja 1000. In the past decade, however, the sport has grown to become more of a mainstream passion, highlighting new, modern circuits such as off-road trucking and rock crawling. As the sport has evolved, so has the commitment AMSOIL has shown to the discipline, both corporately and through the Dealer Race Co-op Program.

AMSOIL saw an opening to make a major impact when it formed a partnership with three Championship Off-Road Racing (C.O.R.R.) stars to form the AMSOIL/Kumho Tires "Super Team." AMSOIL also stepped up its sponsorship with Autumn Woods Racing, a stadium truck racing team out of Wheaton, Ill., and added U.R.O.C. champions Brad and Roger Lovell to head its rock crawling efforts.

Off-road racing is one of the fastest growing sports in America. C.O.R.R. is nationally televised on the Speed Channel, and it has added four races in Southern California to its 2006 schedule and is



The AMSOIL Super Team gained exceptional exposure in its first year together.



Autumn Woods Racing and the General Lee were fan favorites in the stadium truck racing world in 2005.

looking to add more races in the Southwest and the East Coast in the future. Rock crawling is nationally televised on ESPN2 and is one of the network's most popular shows. The extensive television coverage has raised the awareness of AMSOIL and opened doors to an extremely receptive market.

A survey among retailers indicates that 49 percent of their business is strictly off-road related products, and 22 percent of those product sales were directly related to shocks or suspensions. More importantly, 59 percent of retailers expect an increase in suspension and shock related sales in the next two years. AMSOIL Shock Therapy Suspension Fluids, along with AMSOIL SEVERE GEAR Synthetic Gear Lube, Torque Drive Transmission Fluid and AMSOIL synthetic motor oils, are ideal for performance focused off-road enthusiasts. They have helped produce champions in a number of high-profile series and events.

Lovell Brothers Get Spring Tune-Up

AMSOIL helps rock crawlers stay on top

For the second straight year, Brad and Roger Lovell are spending their spring months getting ready to defend their U.R.O.C. title. The team recently took part in a pair of rock climbing events, including the first round of the We-Rock Rockcrawling Series in Phoenix, Ariz. The two-time U.R.O.C. champs were hoping to be the headliner at the opening event and came away as crowd pleasers.

The Lovell Brothers heated up the Pro Modified division in their new Ford Ranger. The pair was unstoppable during the first day of competition, leaving the course securely in first. The second day, however, put the pair in the crosshairs of veteran competitors. The highlight of the day came as the team side-hilled a rocky slope. One slip of a loose boulder caused the front end to drop and the Ranger to barrel roll and crash down the course. The slip cost the team two positions, but they remained on the podium with a third place finish.



Rock crawling continues to gain fans and is a perfect testing ground for AMSOIL products.

"I am amazed that it stood up to that abuse," commented Brad. "We got a lot more than we ever thought to ask out of the Ranger this weekend."

For more on Lovell Rock Racing and their U.R.O.C. title defense, log on to www.amsoil.com and check out the racing pages.



"We slam the Ranger from forward to reverse at least 50 times a day. After three years of using AMSOIL Torque Drive ATF, we have no noticeable transmission wear. I would say that 20% of the time we are on course, every fluid in the truck is sideways or upside down. Either way, it is not where it should be. We are constantly amazed at the extended protection of AMSOIL synthetics."

- Brad Lovell



Fishing For Success

Team AMSOIL gears up with BASS, walleye anglers

Synthetic Water Resistant Grease. Steve Butchart, the top rookie in the Professional Walleye Trail in 2004, has returned to Team AMSOIL for the 2006 season. Newcomer and top B.A.S.S. pro Darrin Schwenkbeck is also on board for the ever-popular BASSmasters series owned and operated by ESPN.



Pro BASS angler Darrin Schwenkbeck is getting noticed in his rookie year on the BASS Masters circuit.

According to the United States Coast Guard, roughly 69 million boats were used on U.S. waterways in 2004, and Americans spent an estimated one billion days on the water using those boats. With more than 700,000 new boats and personal watercraft hitting the nation's lakes and rivers each year, the sports of fishing and recreational boating are a booming business.

AMSOIL has turned to the world of competitive fishing to help showcase its premium line of lubricants for boats, including Formula 4-Stroke® Marine Synthetic Motor Oils, HP Injector Synthetic 2-Cycle Oil, Saber Outboard Synthetic 100:1 Pre-Mix 2-Cycle Oil, Universal Synthetic Marine Gear Lube and

Entering May, Schwenkbeck held 46th place in the BASSmasters series. The Maryland native won \$20,000 through the first three tournaments, and he managed to crack the top 50 in two of those events, finishing 37th and 44th respectively.

Butchart, meanwhile, has competed in one tournament so far this year. The PWT angler finished 70th out of 150 pros at the Appleton, Wis. event. The tournament registered small walleye weights all weekend long, and Butchart couldn't find the right combination to crack into the big money spots.

Butchart and Schwenkbeck will be among millions of Americans hitting the nation's lakes and rivers this summer. Both are just beginning their professional fishing careers and are quickly gaining recognition among their fellow anglers, fans and people they meet during their travels. To follow their success this summer, log on to www.amsoil.com and check out the weekly Checkered Flag.



PWT Pro Steve Butchart was the top rookie in 2004 and AMSOIL is helping him find the best fishing spots in 2006.



"I have been running AMSOIL HP Injector 2-Cycle Oil in my two-stroke, 25hp engine. This engine is about 10 years old and used to smoke like a normal two-stroke. But with one bottle of AMSOIL HP Injector it doesn't smoke anymore and runs like a four-stroke. Truly amazing."

- Steve Butchart

