

Rinker a Hall of Famer

Team AMSOIL power boat driver earns sport's highest honor



After seven straight wins and back-to-back championships, the APBA has elected Terry Rinker to the governing body's "Hall of Champions."

It was penned long ago that "to the victor go the spoils." In 2006, the victor in the ChampBoat Series was always Team AMSOIL power boat driver Terry Rinker. Now, less than two months after his record-setting seventh straight win on the ChampBoat circuit, the Tampa, Fla. resident is receiving his spoils.

Rinker, who won his second straight series points championship in 2006, was recently named to the American Power Boat Association's "Hall of Champions." The Hall has been honoring the sport's top drivers for the past 33 years and induction is often considered the pinnacle of a driver's career.

"This is an exceptional honor," said Rinker. "You work hard at something and hope to find some success. This is a great testament to our race program and without the help of my outstanding crew and loyal support of my sponsors, this wouldn't have been possible."

Rinker solidified his Hall of Champions status by setting a UIM Formula One tunnel boat record for seven straight wins last season. The veteran driver won his second straight championship in 2006 and his third in the past four seasons. His seven wins last year give him a total of 15 ChampBoat wins in his career.

Rinker will be inducted into the Hall of Champions at a special ceremony this month in Los Angeles. The ChampBoat Series and Rinker's perfect season began airing on SPEED Channel in late December and continues into January.

AMSOIL Challenging New Markets

AMSOIL lending support to new markets, contests

What do car collectors, diesel truck owners and engine builders have in common? Besides raw horsepower, the diverse trio is receiving some major support from **The First in Synthetics**. Recently, AMSOIL agreed to work with these three very selective markets to help promote the Superior, Wis. synthetic lubricants company.



The involvement of AMSOIL in the MOPAR Muscle Engine Challenge will be featured in MOPAR Muscle magazine.

AMSOIL Boosting MOPAR Muscle Engine Challenge

At the Performance Racing Industry trade show in Orlando, Fla. in December, AMSOIL publicly announced its new affiliation with the MOPAR market. AMSOIL and MOPAR Muscle magazine have agreed to an "Official Oil" sponsorship for the MOPAR Muscle Engine Challenge. The sponsorship is an excellent opportunity for AMSOIL to reach MOPAR enthusiasts across the nation.

MOPAR, which stands for MOTO PARTS, is the parts division of Chrysler Corporation. It asks eight of the top engine builders in the United States to take part in an annual engine building challenge. The challenge shows off a wide variety of building techniques, and parts from virtually every aftermarket manufacturer are used in the engines. In 2006, the challenge showcased the Chrysler Hemi and featured peak torque topping out at more than 600 lb-ft and horsepower numbers well into the 700 range. In 2007, the build will feature the RB Wedge engine to help demonstrate the power that can be obtained with a reasonable budget and fuel available at the pump.

"All competitors will get a chance to improve their testing by using AMSOIL," said AMSOIL Race Coordinator Jeremy Meyer. "We already know how well AMSOIL performs in extreme conditions such as racing, and now we get to show a dedicated market how exceptional our oil is."

The event will follow the eight teams from theory, through the build and will be on display in August in front of 50,000 people at the MOPAR show in Columbus, Ohio. The engines will then be shipped to Memphis, Tenn. for five 12-hour days of testing to determine the winner. Follow the MOPAR Engine Challenge at www.amsoil.com or read the ongoing articles in MOPAR Muscle magazine.



AMSOIL on Board With Diesel Power Challenge

The Diesel Power Challenge is a tough, high performance competition of the nation's top diesel trucks patterned after *Four Wheeler* magazine's successful Top Truck Challenge. AMSOIL has joined on as the "Official Oil" for the 2007 challenge.

The idea pits pure power against pulling capacity and fuel consumption. *Diesel Power* magazine readers will select 10 trucks for two events, the West Coast and the East Coast, where the diesel power trucks will be subjected to two days of extreme testing. The testing includes a 1/4 mile drag strip run, 1/8-mile drag while pulling a 10,000 lb trailer, sled-pull for distance, chassis dynamometer pulls testing horsepower and torque and fuel consumption test over a public highway course.

"I believe this program will produce outstanding results for AMSOIL in the diesel market," said AMSOIL Director of Advertising Ed Newman. "Diesel vehicles are hot right now, and AMSOIL is well-positioned to grab a larger share of this significant market."

The West Coast event will begin testing in May 2007 while the East Coast event is scheduled for September of next year. The tests and winners will be featured in *Diesel Power* magazine. Television coverage could also occur on either the Outdoor Channel or ESPN2.



AMSOIL will be focusing on the highly competitive diesel market in 2007 as the "Official Oil" of the Diesel Power Challenge.



In 2006, a total of 36,727 hot rods and 250,000 spectators attended the 13 national NSRA events.

AMSOIL Goes Hot Rodding

While the MOPAR Muscle Engine Challenge and Diesel Power Challenge are all about testing horsepower, the third sponsorship AMSOIL has added is all about showing off. Muscle cars and classics are the focus of some major AMSOIL marketing for the next three years. Starting this year, AMSOIL has agreed to become an official product sponsor of the National Street Rod Association (NSRA).

The NSRA has a very loyal organization of more than 55,000 classic car enthusiasts, and each receives a monthly magazine featuring AMSOIL. The organization puts on 13 national events per year with attendance well over 250,000 people. The NSRA events primarily draw together pre-1940's cars, with the exception of two large events that are for cars 30 years old or older. These two events help capture the muscle car crowd.

"With the recent introduction of the Mothers® line of car care products, plus the complete line of AMSOIL lubricants, the NSRA and its 55,000 members are a perfect fit for AMSOIL," said Newman. "The NSRA offers high visibility in a niche market that some of our Dealers are already involved in."

The national NSRA events begin in April and will run through October. For a complete listing of shows, go to www.amsoil.com.



Products the Pros Use

More and more teams in every discipline of racing are using team haulers to get them from race to race. Some of these haulers are as long as 53', such as the one used by Team AMSOIL Snocross owner Steve Scheuring, and some are as simple as a motor home with a 20' trailer. All of these rides are linked by their need for diesel motor oil. AMSOIL offers a complete line of synthetic diesel oil and diesel-related products to help race teams save time and money between heats.

"We are always looking for ways to keep the budget down, and AMSOIL helps us by increasing our fuel mileage and protecting our engine while we battle the harsh winter elements on the WPSA Snocross circuit."

— Steve Scheuring

