



HIGH-MILEAGE MOTOR OIL

Best Prospects

- **Automotive Enthusiasts** value increased protection. They invest in their vehicles to increase performance, uniqueness, durability or appearance. They seek the best protection they can afford. Eighty-seven percent of enthusiasts have considered using synthetic motor oil.
- **The Handyman Subcategory** of enthusiasts are focused on extending vehicle life and maintaining reliability. These customers are not always looking for the highest performance from their vehicle but rather reliability, efficiency and maximized longevity. This customer is also more likely to perform their own oil changes.
- **Independent Auto Parts Store Owners** rely on their reputation and seek to increase profitability. Purpose-built products help increase protection in applications they were designed for and help boost average sale receipts, building their reputation and bottom line.



Converting Prospects to Customers

AMSOIL Sales Process:

- 1. Prospecting** – Identify independent repair shops and independent auto parts stores, and drivers of high-mileage vehicles, especially those who do their own upkeep and repairs.
Goal – Identify high-potential businesses and individuals on which to focus your sales efforts.
Benefit – Setting time aside specifically for prospecting allows you to maximize your time for account acquisition.
- 2. Approaching the Business or Individual** – Find the key decision makers.
Goal – Schedule time with the person/people who can make the decision to use or carry AMSOIL products.
Benefit – Working directly with decision makers provides the best chance to influence a change to AMSOIL products.
- 3. Discovering Needs** – Ask questions.
Goal – Determine what is important and meaningful to the customer – their goals, wants and needs. For retail accounts, use the Retail Questionnaire (available in the Dealer Zone).
Benefit – Demonstrating you are there to solve problems leads the prospective retail account to place more importance on improving profitability and finding new customers, rather than the upfront costs of AMSOIL products.
- 4. Developing the plan** – Do your homework.
Goal – Based on information the customer shared, develop a proposal focused on how AMSOIL products can help the retail account improve profitability and find more customers.
Benefit – Developing a proposal based on information the customer shared allows you to present a total solution.
- 5. Presenting Solutions** – Proceed to the sale.
Goal – Establish a retail account or customer and move forward with the first order.
Benefit – Listening allows you to present solutions based on the customer's needs, rather than assumed information.
- 6. Ongoing Service** – Strengthen your relationship.
Goal – Exceed the customer's expectations with the level of service you provide.
Benefit – Strengthening your relationship with the customer makes it less likely they will consider less-costly competition.

AMSOIL 100% Synthetic High-Mileage Motor Oil Talking Points

- **Purpose-built protection** for customers with high-mileage vehicles delivers confidence to keep aging vehicles on the road.
- **Protects** against leaks.
- **Fights** deposits.
- **API** licensed.
- **Cleans and protects** for up to 12,000 miles.

Handling Objections

BUYER OBJECTION	AMSOIL ADVANTAGE
Brand X is dexos approved, why should I trust AMSOIL products?	<p>While the GM dexos1 Gen 3 specification plays the important role of setting a minimum-quality standard, it also limits the flexibility needed to create the highest level of protection. Engine protection is a top concern for enthusiasts.</p> <p>AMSOIL uses these standards as an initial benchmark, then moves beyond them to provide motor oil with superior performance and protection. We have ample test data to support our claims, and we back our products with our warranty.</p>
Why should I use AMSOIL vs. Mobil 1?	<ul style="list-style-type: none">• AMSOIL is a trusted name in the automotive industry and has earned the trust and respect of countless enthusiasts and independent repair shops across the globe.• Our motor oils far surpass the leading industry standards in protection against horsepower loss, engine wear and sludge.
AMSOIL products are too expensive.	<ul style="list-style-type: none">• AMSOIL High-Mileage Motor Oil is competitively priced within the high-mileage category plus we provide programs that enable you to buy at wholesale pricing, offer discounts and rewards to our Preferred Customers and unique growth programs to our retailers.

Frequently Asked Questions

Why isn't AMSOIL High-Mileage Motor Oil ILSAC licensed? Like most enthusiasts, we're more concerned with getting the most protection possible than we are with minimum standards. Our philosophy has always been to set a target for quality and formulate products to meet that target. Sometimes that requires opting out of a licensing program.

The ILSAC licensing system is a voluntary certification that sets minimum quality standards. Because it's a one-size-fits-all standard, it limits the flexibility we need to quickly adopt new technologies that improve protection. AMSOIL High-Mileage Motor Oil is still API licensed, which is what most owner's manuals reference for lubricant-selection criteria and what most installers look for.

Why do I need AMSOIL High-Mileage Motor Oil? For engines exceeding 75,000 miles with unknown maintenance history or known usage of lower-quality oil, AMSOIL High-Mileage Motor Oil provides an added boost of detergents to clean up sludge and deposits. It also features a robust viscosity that provides additional wear protection even after some wear has already occurred. Added seal conditioners extend the life of seals by defending against drying, cracking and leaking.

When should I use AMSOIL High-Mileage Motor Oil? A good rule of thumb is to use AMSOIL High-Mileage Motor Oil at or around the time your vehicle has 75,000 miles on it. While 75,000 miles is not that many miles these days, it is an ideal time to prepare your engine for the road ahead with an added boost of protection.

Why 75,000 miles? Seventy-five thousand miles is the widely accepted threshold to begin a more-robust preventive maintenance program to ensure maximum engine life.

What if I've been using AMSOIL motor oil already? If you have been using AMSOIL products since the vehicle was new, or if you have been consistently using AMSOIL motor oil, your engine is already operating at peak performance and has been protected against wear. That being said, if you have been using AMSOIL OE Synthetic Motor Oil and are looking for an upgrade in overall engine protection as it ages, AMSOIL High-Mileage Motor Oil is an excellent choice.

I thought AMSOIL motor oil products were good for all mileage? Correct, all AMSOIL motor oil will perform and protect well regardless of miles on the vehicle. However, for those looking for targeted benefits at an affordable price, AMSOIL High-Mileage Motor Oil is the best choice for high-mileage applications. For those looking for ultimate performance and protection regardless of miles, we still recommend Signature Series Motor Oil as the best solution.

Is this the best AMSOIL product to use in high-mileage vehicles? AMSOIL offers two excellent products that provide boosted benefits for high-mileage applications. AMSOIL Synthetic High-Mileage Motor Oil focuses on the key challenges that high-mileage vehicles face at a lower price point. Signature Series Synthetic Motor Oil does everything AMSOIL High-Mileage Motor Oil does, plus it provides industry-leading performance and protection across the board. For the best oil regardless of miles, Signature Series is the best choice.

What is the recommended drain interval for AMSOIL Synthetic High-Mileage Motor Oil? AMSOIL High-Mileage Motor Oil features protection that lasts up to 15,000 miles or 1 year, whichever comes first, in normal service. For severe service applications please refer to the severe service drain interval in your owners manual.

Will High-Mileage Motor Oil protect against LSPI? LSPI can occur in 2011 and newer vehicles that have turbocharged gasoline direct-injection (TGDI) engines and a software update that capitalizes on fuel economy gains in low-speed, high-torque conditions. Because vehicles of any age can be high-mileage, we formulated AMSOIL High-Mileage Motor Oil to meet and exceed the latest industry specifications to protect even the newest, most-advanced engine technologies and the challenges they present, such as LSPI.

Valvoline* has a High Mileage product that is engineered for vehicles with more than 150,000 miles. Does AMSOIL have a solution for those vehicles? While we find it important to start a preventive maintenance program with AMSOIL Synthetic High-Mileage Motor Oil earlier in your vehicle's life-cycle, we have not found any need to expand this category further. Keep using AMSOIL High-Mileage or Signature Series Motor Oil to maintain your 150,000-plus-mile vehicles.

Are AMSOIL Oil Filters required to extend my drain interval? No, but AMSOIL Oil Filters are designed specifically for extended drain intervals. Do not exceed 12,000 miles or one year with other brand filters unless longer intervals are recommended by the vehicle manufacturer. Always change filter when changing oil.

Tools to Aid Sales Efforts

AMSOIL High-Mileage Motor Oil Data Sheet (G3831)

Engine Masters Testimonials:

- [Joe Carroll Testimonial](#)
- [Barry Robotnick Testimonial](#)
- [Brett Bowers Testimonial](#)

*All trademarked names are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.