

NEW AMSOIL PREFERRED CUSTOMER PROGRAM

Improved program offers more **value**, more **savings** and more **rewards**.



The AMSOIL Preferred Customer Program is undergoing significant improvements effective May 1. The new program offers additional benefits for members with no changes to membership fees.



Reduced Pricing

AMSOIL Preferred Customers will continue paying wholesale price for AMSOIL products, a savings of up to 25 percent.



Freight Promotions

Preferred Customers will begin receiving exclusive promotions for reduced freight costs.



Product Promotions

Preferred Customers will receive product-specific promotions.



Free Gear

Each month, randomly selected Preferred Customers will receive free hats, shirts or other gear when they place an order.



P.C. Points

Preferred Customers will earn points on all purchases. Every 50 points earned is redeemable for \$1 off a future order. Points do not expire unless the P.C. allows his or her membership to expire.



Referral Rewards

Preferred Customers who register friends and family members as P.C.s or Dealers will receive 500 bonus points after the referred customer makes a purchase.

Restrictions may apply to these new P.C. promotions, and they will adjust as the program evolves to ensure optimum results. AMSOIL reserves the right to limit quantities and package sizes.

Membership Fees

AMSOIL Preferred Customer membership fees remain unchanged.

6-Month Trial	\$10
1-Year Membership	\$20
1-Year Renewal	\$20
Auto-Renewal	\$16/Year

Dealer Benefits

The new Preferred Customer promotions provide valuable benefits for Dealers, including increased sales from your current Preferred Customers, improved retention of your Preferred Customers and an improved program you can market to potential new Preferred Customers.

We conducted a pilot Preferred Customer Promotional Code Program designed to test the effectiveness of the new promotions. Select Preferred Customers received exclusive promotions through email (free shipping, flat-rate shipping, save up to 10%), and the results revealed Preferred Customers who received a promotional email ordered approximately \$30 more in AMSOIL products than Preferred Customers who did not receive a promotional email.

If, for example, your monthly commission credit total is 1,300, and a promotional email prompts 10 of your Preferred Customers to each purchase an additional \$30 (approximately 20 commission credits) in AMSOIL products, it would bump your monthly commission credit total to 1,500, increasing the percentage of your commission check from 11 percent to 14 percent and increasing your pay from \$143 to \$210.

AMSOIL Magazine

The Preferred Customer edition of *AMSOIL Magazine* is expanding to accommodate additional product information in each issue. It will now be sent quarterly rather than monthly. Your Preferred Customers will receive their May issue of *AMSOIL Magazine*, and their next issue will be delivered in August.

P.C.s versus Retail Shoppers

Some Dealers have heard objections from retail accounts who feel like they are competing with the AMSOIL Preferred Customer Program. In reality, they are not in competition with the program; consumers who shop retail and those who prefer wholesale buying clubs generally have different buying habits and will be drawn to one program or the other. Fifty percent of the consumer market is price- and convenience-driven. These people place a higher value on purchasing products immediately at retail stores at the lowest prices possible and don't want to wait for them to be delivered, even if it would save them money. For people in this group, price and convenience outweigh overall value, product performance and service. They are also unlikely to purchase enough AMSOIL products to cover the P.C. membership fee.

Update Email Addresses

Preferred Customers will continue receiving *The Latest* email from AMSOIL every month. Most promotions, deals and rewards will also be delivered by email. Remind your P.C.s to update their email address on file with AMSOIL to ensure they receive all of the benefits of the new Preferred Customer Program. They can review their information at www.amsoil.com by logging in to the Preferred Customer Zone and clicking the "Update Your Profile" icon.