

AMSOIL Executive Vice President Dean Alexander discusses the introduction of Bosch products to the AMSOIL line and the convenience store concept.

Action News: Why has AMSOIL decided to start selling Bosch spark plugs, wires and wiper blades?

Alexander: Becoming a distributor of Bosch products gives us an excellent opportunity to further establish ourselves as a convenient, one-stop shop for top-of-the-line automotive products. With the introduction of the Hastings filter line two years ago, Dealers could cover virtually every filter application, not only opening new markets and increasing sales, but also offering convenience to the customer, who could now buy lubricants and filters from the same source. With Bosch, it's the same concept. Do-It-Yourselfers can conveniently pick up high-quality spark plugs, wires and windshield wipers at the same time as their lubricants, and Dealers can increase their sales.

Action News: Is this the "convenience store concept"?

Alexander: Absolutely. Convenience is important. With AMSOIL Dealers offering Bosch products, it's easier for a Do-It-Yourselfer to get everything he needs from the same source. If it's time for a customer to change his oil, and he also needs new spark plugs, an AMSOIL Dealer can take care of him. Our retail prices will be competitive with prices for Bosch products in auto parts stores, and our Dealer and Preferred Customer pricing will afford a 10 to 15 percent discount on the typical prices found in stores. Bosch already has an established distribution network, and AMSOIL will not offer Bosch products to Retail-on-the-Shelf accounts. But for individual customers, personal and commercial



sales, AMSOIL Dealers will be able to sell Bosch products at or below typical store prices.

Action News: Since lubricants and filters go hand in hand, it makes sense for AMSOIL to offer Hastings Filters, but why windshield wipers, spark plugs and wires?

Alexander: With today's automobiles, Do-It-Yourselfers are finding they can do less and less auto maintenance themselves. Besides changing motor oil, changing spark plugs and wires is one of the main jobs Do-It-Yourselfers do. In addition, much like high-quality motor oil, high-quality spark plugs and wires are very important to

the overall performance of an automobile, so I believe the Bosch products fit our markets very well.

Action News: Dealers know AMSOIL would never associate itself with a mediocre company or mediocre product. What sets Bosch apart from its competitors?

Alexander: Bosch has been known as a world leader in automotive technology for more than 100 years. They played a prominent role in the development of fuel injection, ignition and anti-lock braking systems, and they've been producing spark plugs for 100 years now. They represent the benchmark for quality and innovation in their field, and AMSOIL Dealers can take pride in offering their premium quality products.

Bosch is not shy about letting people know just how good their products are. In fact, they guarantee you will feel improved performance in your vehicle