

AMSOIL On Course Off-Road

AMSOIL is kicking up dust in the Championship Off-Road Racing circuit.

"The Flying Dutchman" Dan Vanden Heuval leads the brigade of Team AMSOIL trucks. The "Dutchman," sponsored corporately by AMSOIL, has a new truck, a new sponsor and a new outlook. AMSOIL has been with the team on various levels for several years. Going into this season the Pro 2 driver decided he needed a new truck with more power to compete. Kumho Tires has enough faith that it signed on as a primary sponsor. It took a few rounds, to as Vanden Heuval says "re-learn how to drive," but the



Dan Vanden Heuval Leads The AMSOIL Off-Road Contingent

team is on the right course. With four top five finishes in the first handful of races the team sits poised to make a run at a championship.

When the dust settles, also look for the Oberg Motorsports team of Mike Oberg and Gilly Gelhausen, and the team of Ben Wandahsega in the CORR Sportsman 2 class to be leading the pack. Oberg, corporately sponsored, and Wandahsega, co-op sponsored with Ron

Wright, have been chasing each other all season. Watch these AMSOIL teams and CORR events on ESPN2. Check www.amsoil.com for times.

Convention Theme:

Racing Into the Future

AMSOIL INC. extends an invitation to co-op sponsored race teams to come to the 2003 AMSOIL convention in Duluth, Minn. The convention is July 17-19. Teams are welcome to come and display their cars, boats, snowmobiles, go-karts, and all other race vehicles.

Racing has taken on a whole new importance at AMSOIL. Marketing and Advertising Coordinator Ed Newman recently said in a newspaper article that, "Racing is our marketing strategy." AMSOIL sponsors several teams, of all types, from a corporate level, but it's the Dealers involved with grassroots racing that is helping drive our success. The number of teams that AMSOIL and its Dealers co-op sponsor is on the rise, as are AMSOIL sales. This is hardly a coincidence. Dealer-sponsored teams deserve to be recognized for their hard work and success. They are all winners.

Fun will be had by all. Join in the festivities next summer. Contact AMSOIL Racing Coordinator John Schuldt for details.



Hurricane Racing with Scott Adema behind the wheel is an AMSOIL co-op sponsored team. Hodgson proves winning isn't always about the car you drive, but what you put in it.

LaRocco Proves Why He Is "The Rock"

Team AMSOIL Back on Track



LaRocco proves why he and AMSOIL are tough to stop.

Mike LaRocco is as tough as nails. He has as little breakdown as AMSOIL High Performance Motorcycle Engine Oil. But, LaRocco did suffer a severely dislocated wrist back in February during a supercross race in Minneapolis. For some riders the injury could have been career ending, but for LaRocco it only gave him incentive to work harder. The injury kept him out of action for four months until round four of the outdoor nationals. LaRocco made his return at the AMA/Chevy Trucks U.S. Motocross event at Southwick, Mass. People know LaRocco is tough, but the veteran stunned the crowd to finish third in his first moto on the difficult course. He unfortunately had to pull off in his second moto, but his finishes allowed "The Rock" to end the weekend in ninth place.

And you want to talk about tough, LaRocco followed up his jaw-dropping run at Southwick with an equally brilliant race the next week in Budd's Creek, MD. LaRocco was second overall with moto finishes of fourth and second. If LaRocco maintains his strength and stamina, and continues on this pace, you can expect the two-time national champion to have Team AMSOIL near the top of the motocross leaderboard by season's end next month.