

# What's New on the Web?

## New Features

Among the new features added to the AMSOIL Website is an "AMSOIL News" section.

The "AMSOIL News" section features news stories covering AMSOIL products and benefits and offers updates on sponsored race teams and events. It is easy to find on the home page of the website and also contains a link to the "What's New?" section. It's a great place to get caught up with what is happening in the world of AMSOIL.

The "What's New?" button can be used to instantly navigate to a section of the site that lists updates by date and title. Anything that has recently been added to the website is listed here including products, race photos and schedules, testimonials, newsletters, product comparison data and new product documentation. It should be your first stop to see "what's new" on the AMSOIL website.

## Dealer's Zone

The "Dealer's Zone" has also recently been updated to include a variety of new features including PDF forms, website creation and update information, an "Ask AMSOIL" section, downloadable/printable versions of *Technical Service Bulletins* and back issues of the *Action News*.

The "Dealer Services" section of the zone now contains many useful AMSOIL documents in PDF versions. Dealers can download and print Dealer to Dealer order forms, AMSOIL Price Lists, Material Safety Data Sheets and registration information from the website. The section also has a link that allows volume transfers to be conducted online. Most of the standard AMSOIL business forms can be found online, and the web staff will accept any suggestions for material that could be added.

The "Dealer Services" section also includes more information for Dealers who are creating or updating AMSOIL websites. By filling out an online form, a Dealer who has purchased the basic AMSOIL website can have it updated to include the new Altrumonline.com website link. Updating a basic website package with the link allows the site to carry both AMSOIL and Altrum products. The main section of the "Dealer's Zone" also contains information and tools for website design and submission to search engines. There are links to several search

engines that will list Dealers' websites for free, and there are several downloadable statistics counters that can be installed on websites that Dealers have created themselves. Many necessary software tools for developing a website can be downloaded from this section and informational links are available for those who are newcomers to the Internet. AMSWIN computer accounting software is also now available from a link in the "Dealer Services" section.

The "Ask AMSOIL" section of the "Dealer's Zone" is a place for Dealers to submit questions and receive answers regarding various products and advice for building businesses. There is also the option to see other questions that have been frequently asked along with AMSOIL corporate responses.

For those Dealers who may have missed an issue of the *Action News*, downloadable and printable PDF versions of back issues through February 2001 are now available, and more will be added as each monthly issue is made available. Dealers can also find copies of recently released *Technical Service Bulletins* in the "Dealer's Zone."

## New Products

A selection of new products has been recently added to the online store. AMSOIL Sirocco™ compressor oil, XL-7500 5W-20 Synthetic Motor Oil and 0W-40 Formula 4-Stroke Oil are now available for purchase as well as many new clothing and promotional items. Industrial products have been given a special subdirectory so Dealers and customers can focus their product search more efficiently.

In addition, special information pertaining to new products is frequently published on the website. AMSOIL INC. updates the site with cost and product comparisons, special offers, press releases, technical data bulletins and product application information. There is also a list of corporate contacts that can offer assistance in obtaining a wide variety of information and services. If Dealers or customers are looking for more information on a specific product, the website is a good place to start the search.

