

Spray-On Versatility

AMSOIL M.P. is one of the most versatile products in the AMSOIL Dealer's arsenal. Dealers find M.P. a mainstay for both their dealerships and their shops.

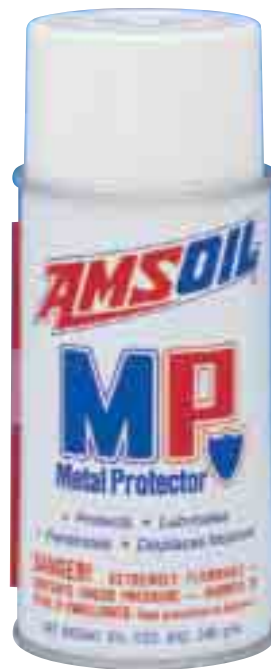
Product Uses

AMSOIL M.P. Metal Protectant was first introduced in the fall of 1978. At that time it was billed as "The Product for Everyone."

The billing remains true. By digging into the pores of metal surfaces and forming a dry, lubricating, water-resisting film over the applied area, M.P. accomplishes four important tasks: lubrication, water displacement, corrosion protection and penetration. It accomplishes all four with remarkable effectiveness. That combination makes it good for countless applications, some obvious, others not.

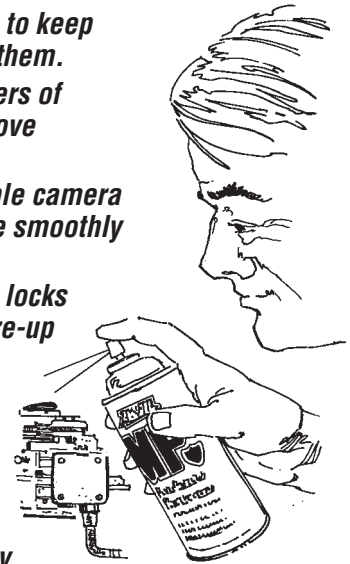
You've heard about the obvious uses before: lubricating gun mechanisms and protecting them from moisture, protecting electrical systems from corrosion (both salt-water and fresh-water corrosion), working on boat engines, fixing squeaking doors and unsticking bolts and mechanical parts frozen up by rust and corrosion.

The bulk of the list, however, is comprised of less obvious uses that may surprise some potential AMSOIL customers.



Here is a small sampling of the lesser known uses of M.P.:

- *Spray M.P. on shovels to keep snow from sticking to them.*
- *Spray M.P. on the rollers of chairs to help them move quieter and smoother.*
- *Apply M.P. to adjustable camera tripods so they'll move smoothly and precisely.*
- *Apply M.P. to car door locks to prevent winter freeze-up or to de-ice frozen locks.*
- *Use M.P. in stalled cars with wet distributors. Its water displacement properties will help dry them out.*
- *Spray M.P. on lug nuts to keep them from rusting and freezing up.*
- *Apply M.P. to the lockout hubs on four-wheel-drive vehicles. Many 4x4 owners don't change the lockout hub position for long periods of time. M.P. can help keep them loose.*
 - *Use M.P. to lubricate office equipment.*
 - *Apply M.P. to the underside of lawnmowers to keep grass from sticking.*
 - *Use M.P. to protect cables that are exposed to the weather.*



For Your Business

M.P. can be every bit as useful in your AMSOIL business as it is in your home, shop and office.

M.P.'s versatility makes it inherently sellable. Because it is so useful, it is easy to approach people with it. Thus, it can be used as a lead item to spark interest and promote further sales.

It is also a great product to point to after a sale has been made ("By the way, could you use a product that ..."), so it can add to existing sales.

In a business, home, office and shop, AMSOIL M.P. offers the versatility, quality, effectiveness and economy people have come to expect from AMSOIL.