

# Corporate Update

## With Alan Amatuzio



**Action News:** As Executive Vice President and Chief Operating Officer, what areas are you responsible for at AMSOIL?

**Amatuzio:** My primary areas of responsibility include product development, laboratory research, manufacturing and all aspects of technical services.

**Action News:** Over the course of the last few years AMSOIL has expanded its operations in several areas. Can you elaborate on that?

**Amatuzio:** One of our more aggressive projects was the expansion of our bulk storage facilities. Our tank farm now includes over thirty outdoor tanks and five new indoor tanks. We now have the capacity to store over 1 million gallons. We've also added 25,000 square feet of warehouse space and doubled our laboratory space.

**Action News:** Any other projects in the works?

**Amatuzio:** A complete remodeling of our technical services department is just now being completed. We've made more efficient use of our available space and created a more pleasurable work environment for our people. We've also consolidated some of our departments which is having tremendous impact on efficiency. The purchasing and distribution departments, for example, are now under one roof, which makes my job easier.

**Action News:** All of this investment in the company must mean the company is strong and the future looks bright. True statement?

**Amatuzio:** Yes, I'd say that's true. We've seen steady growth over the last several years and I see no reason that trend won't continue.

**Action News:** What do you attribute that growth to?

**Amatuzio:** Several factors. First, the movement throughout the industry is toward synthetic lubrication. Automakers, primarily, are calling for the added

performance synthetics oils can provide. Environmental concerns, including a reduction in emissions and an improvement in fuel economy, are also driving the movement. Consumers, too, are much more educated now in regard to synthetic motor oil and are choosing synthetics over conventional oils to better protect their vehicle investments. On the corporate level, we've increased our advertising efforts and that's reflected in increased sales. The race sponsorships we're doing in motocross, snocross and all the other venues are also contributing to the growth we've seen. Equally important are the efforts of our Dealers. The advertising they do, as well as their race sponsorships and the trade shows they work, are pushing increased sales and growth. This list of factors could go on and on. The Internet, for example, is another one, both at the corporate and Dealer levels. Of course, none of this growth would occur if it wasn't for the quality of our products. It always comes down to that.

**Action News:** Speaking of quality, the Sequence IIIF test results published in the October 2002 *Action News* were extremely impressive. Were you surprised by those results?

**Amatuzio:** I wasn't surprised, but the results were better than I expected. That test is an API SL, ILSAC GF-3 test and was run for us at an independent laboratory. It measures oil thickening, oil consumption and deposit formation in high-temperature conditions. It's a tough test, and we made it even tougher by instructing them to run our 10W-30 three times longer than the standard test length. They had never tested an oil for that long in that test. Bottom line, of course, is that our oil passed with flying colors. We showed virtually no wear or deposits. The most impressive result was that our oil's viscosity increased to only about one-third of the allowable limit for a single length run. Many oils have a difficult time passing a single length test, let alone a triple length. It clearly demonstrates our extended drain capabilities. The technician in