

# Feeling the Heat

*On the Track and Off, Scheuring Plays With Fire*



Steve Scheuring fights fires when not battling snocross teams.

During most winter weekends Steve Scheuring can be found in the Team AMSOIL race trailer working on snowmobiles. As a mechanic he's always looking for ways to turn up the heat on the competitor. As team owner he's trying to solve those little annoying problems that pop up, putting out fires you might say. When the snocross season ends Scheuring dons a different cap, but he's still feeling the heat. Scheuring is a volunteer firefighter with the Lakeland Fire Department. He's also a certified first responder. The department serves small communities in Northern Minnesota. Scheuring has been battling blazes and helping people for 15 years. His summers are spent with the U.S. Forest Service.

Minnesota is known for its pristine lakes, but there's an abundance of beautiful forests and natural grasslands too. Tinder-dry conditions have raised the potential for wildfires to near explosive levels. Scheuring stands on guard waiting for blazes to erupt. Sometimes he's on alert for 12 to 15 hour stretches. Fighting fires can go on around the clock. He spent a week on the state's Gunflint Trail last summer taming a stubborn and sometimes ferocious line of fires. It was a real test of man and machine.

Scheuring's Team AMSOIL race shop is in Aurora, Minn., at the epicenter of a potential firestorm. He's also a resident of the northwoods so he cares about his neighbors and the natural beauty. The bulldozer he uses to push snow around his test track stands ready for use by the Forest Service. His H2 Hummer is prepared to transport crews to hotspots. Scheuring uses AMSOIL products in his vehicles and machinery. The fire department is following suit. Fires are sudden and wait for no one. Those that fight those fires depend on the performance of AMSOIL.



The Lakeland Fire Department counts on the quality of AMSOIL.

## **The Best Racers in the World Meet the Best Dealers in the World at Duluth 2003**



Mike LaRocco leads a new breed of AMSOIL racers.

AMSOIL has had the best seat in the house to some of the greatest racing in the world for 30 years. Top teams in the worlds of powerboats, stock cars, motorcycle racing, off-road trucks and many others have recognized the value of using the best in synthetic lubrication.

AMSOIL has caught a second wind in motorsports sponsoring a whole new group of world-class racers and teams. Two-time National Champion, World Champion and 2003 US Open Champion Mike LaRocco leads the new breed. LaRocco, along with snocross racers Justin Tate and DJ Eckstrom, powerboat legend Terry Rinker and top off-road truck drivers Dan Vanden Heuval and Mike Oberg, will join dozens of Dealer co-op sponsored teams at the AMSOIL 30th Anniversary Convention in Duluth.

These drivers will be available to meet Dealers and convention guests. They'll share their stories and experiences, testimonials and inside racer information with one and all.



Dan Vanden Heuval cleans up in the dirt of off-road racing.



Team AMSOIL racing makes its mark on a global scale.