

CORPORATE IN SIGHT

AMSOIL Website on the Move

With over 1,100 pages, the AMSOIL corporate website at www.amsoil.com makes for an interesting place to visit. Company information, product features and racing highlights—all the right stuff—is well packaged and easily consumed.

But the website does more than entertain; it functions. It's constantly evolving to provide better service, whether in Dealer and Preferred Customer registrations, product ordering or in delivering the useful information Dealers need to help them build their businesses.

This year, 40 percent of all Dealer and Preferred Customer registrations have been done on-line and that number is growing. Even AMSOIL Executive Vice President and General Manager Dean Alexander is surprised by that.

"I didn't think the numbers would be this high this quickly, but it's great to see," said Alexander. "People are coming to our site, seeing what we offer and getting involved. We make registering easy to do and that's the important thing. That's the advantage of a good, working Internet site. If it's done right, it's easy. Our Dealers now even have the means to renew their Dealerships on-line, and Preferred Customers can upgrade and move into a Dealership at any time."

On-line product orders are also increasing, and that number is growing as well. "We encourage all Dealers to log-on and take advantage of the on-line store and easy on-line order forms," said Alexander. "We'd like to see 90 percent of orders placed this way. It's quick, easy and all orders submitted by 3 p.m. are processed that same day. It's extremely efficient for our Dealers and their customers."

On the corporate side, each order faxed or placed on-line gives AMSOIL telephone personnel more freedom to better serve customers.

"I've spoken to Dealers who have called in and been frustrated with 'on-hold' situations," said Alexander. "It's something we obviously don't want to see, and we've optimized our staff and scheduling and constantly upgrade our telephone expenditures in an effort to address the situation. It's also important for Dealers to understand that they can help too by faxing in orders or placing them on-line, and by avoiding calling during the peak calling times when most orders are placed."

Those peak times, according to Alexander, are all day on Mondays, the last and first day of each month, and daily at approximately 10 a.m., noon and 3 p.m.

Additional website features now available include an e-version of the G-18C Dealer and Preferred Customer Application Form. By registering in the Dealer Zone, Dealers gain access to a customized G-18C PDF form which can be e-mailed to potential Dealers and Preferred Customers for easy registration.

Also new to the Dealer Zone is a "What's New" page to help Dealers stay current on website additions. The "What's New" page includes:

Filter Search Engine – AMSOIL air and oil filters, as well as Hastings automotive, off-road and industrial filters

Ask AMSOIL Area – Dealers with questions of a non-technical nature get answers on all facets of running an AMSOIL business

E-Mail Signatures – Create e-mail signatures to advertise websites

Additional Product Information – All AMSOIL Data Sheets and MSDS Forms are now available

The link to the "What's New" page is on the first page of the Dealer Zone in the index. The Dealer Zone also includes a page of Corporate Contacts that allows Dealers to send questions to numerous departments via e-mail, Dealer Services, Dealer Website Information, Search Engine Information, downloadable Web Statistics Software and Website Design, Editing and Marketing Tips.

AMSOIL Receives Safety Award

The Minnesota Safety Council awarded AMSOIL INC. a Governor's Safety Award for excellence in workplace safety and health on May 4, 2001 at the Governor's Safety Awards luncheon in Minneapolis.

"Workplace injuries and illnesses are a substantial public health issue in Minnesota," said Carol Bufton, president of the Minnesota Safety Council. "Through its commitment to keeping workers safe, AMSOIL INC. is making a significant contribution to the quality of life in Superior, WI."

"Employee safety has always been a top priority for me since the day I started AMSOIL," said founder and President Al Amatuzio. "We don't just talk about safety—we're committed to it. A lot of businesses may give lip service to safety, but we take the matter very seriously because we value our people."

The Minnesota Safety Council, founded in 1928, is a non-governmental, not-for-profit organization dedicated to improving the quality of life in Minnesota by preventing accidents, while the annual Governor's Safety Awards have spotlighted Minnesota employers with above-average safety records since 1934.

Participants submit injury information, which is compared with state and national data as well as the entrant's past performance. AMSOIL INC. received an Outstanding Achievement Award for its continuous improvement and outstanding record.



Safety Manager Kerry Olsen displays safety award.