

AMSOIL Race Teams Make Pit Stop at 30th Anniversary Convention

**From Motorcycles to Snowmobiles, Trucks to Boats
Convention-goers Get Up Close and Personal With AMSOIL Sponsored Teams**



Off-Road racer Mike Oberg signs autographs.

"Is it over already?" was a commonly heard phrase by AMSOIL Dealers attending the 30th Anniversary Convention on July 17-19. If you weren't at the shindig thrown by Al Amatuzio, you missed something. The Twin Ports of Duluth, Minn. and Superior, Wis. offered sun-drenched skies and pleasant temperatures. Still, most convention-goers opted to be indoors for the festivities such as race team introductions and the Motorsports EXPO.

The race team introductions capped a big Thursday of insightful presentations and discussion. Dealers were eager for something lively and they got it. AMSOIL Racing Manager John Schuldt broke into a brief history of AMSOIL racing which included archival

photos of such notable racers as stock car legend Dave Watson, funny car veteran Tom Hoover and future Indianapolis 500 winner Al Unser, Jr. The auditorium erupted in applause with the announcement of AMSOIL joining the AMA/Chevy Trucks U.S. Motocross Championships as a national sponsor. This sponsorship

marks another big commitment of AMSOIL into racing.

"Let's get ready to rumble!"

The loudest roar came with the introduction of racers. The lights went down. Smoke bellowed. The stage rose and from below the floor came the future of AMSOIL racing. Each person was introduced to the crowd –

LaRocco, Zielfelder, Eckstrom, Scheuring, Tate, Rinker, Vanden Heuval, Oberg and Gelhausen. It was a real treat when AMSOIL President and founder Al Amatuzio was introduced and joined on stage by three-time Indianapolis 500 champion and friend Bobby Unser. The pair welcomed even more AMSOIL teams to the stage. Unser was gracious enough to stay on stage for some impromptu Q & A with the audience.

Friday's Motorsports EXPO brought a plethora of rollicking racing fun. There were hot-rods and Harleys to snowmobiles and motorcycles to unique and antique cars. "This is really fun," said Scott Judnick, owner of the Judnick Motorsports snocross team. Many people took home autographs and photographs of their favorite racers.



Steve Hearley takes his Godzilla truck for a spin on the Superior Speedway track.

The racing portion of the convention climaxed with Dealer Appreciation Night at nearby Superior Speedway. Amatuzio was again joined by Unser for the dedication of the AMSOIL Winner's Circle at the track. The crowd rose to their feet in appreciation of the new addition and to welcome the pair of legends in their fields. Steve Hearley wowed the crowd with a few high-rev passes of the grandstand in the "Godzilla" monster truck. And the evening was capped off with the winning of the Late Model and Modified features by local favorite and AMSOIL-sponsored driver Darrell Nelson.

It was 30 years in the making, but the 2003 edition of the great AMSOIL get-together was spectacular and surprising. The other frequently heard comment by Dealers after the convention, "How are you going to top this?"



The Formula One boat of Terry Rinker was a huge hit especially with those who sat in it.



Dealer Tom Kostreba's ATV was on display.



AMSOIL driver Darrell Nelson with a pair of legends – Al Amatuzio and Bobby Unser.