



## **AMSOIL Announces Sponsorship of the 2010 Popular Hot Rodding Engine Masters Challenge**

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Superior, WI (Vocus) January 6, 2010 -- AMSOIL is proud to announce its partnership with Popular Hot Rodding Magazine for the 2010 Engine Masters Challenge. The world's most well-known engine building competition, the Engine Masters Challenge, selects the most prestigious engine builders from around the globe to participate in building the most powerful engine. As title sponsor, AMSOIL lubricants will contribute greatly to the success of each engine. This will be especially beneficial during the pre-event testing and tuning where engine wear occurs most. AMSOIL participation ensures that all competitors who demand only the best in engine protection and power output are obliged.

The competition consists of a series of dyno test pulls in which average torque and horsepower performance rankings are configured to determine a winner in this challenge. Contingency payouts will be awarded to 1st-6th place finishers, and AMSOIL products will also be awarded plus \$5,000 in cash and products from AMSOIL to the grand champion.

Slated for October 4-8 at the University of Northwestern Ohio in Lima, OH, entries are still being accepted with Popular Hot Rodding Magazine until February 15. The competitors, who are chosen by the staff of Popular Hot Rodding magazine, begin their engine building program in mid-February, and continue a course of component selection, building, and iterative testing up until the fall contest in October. Throughout that time, competitors will be consulting with various manufacturers, including AMSOIL, to develop their engine building programs. The AMSOIL Engine Masters Challenge will be covered in detail in the February 2011 issue of Popular Hot Rodding, and many of the competing engines will be showcased in the months following the end of the competition.

About the Company: AMSOIL has been the recognized leader in synthetic lubrication since 1972. For more information about AMSOIL synthetic motor oils contact your nearest AMSOIL distributor, or call AMSOIL at (715) 392-7101 or 1-800-777-8491. AMSOIL INC., AMSOIL Building, Superior, WI 54880, or go to [www.amsoil.com](http://www.amsoil.com).

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