

Rich Pelletier (Oilrich) AMSOIL Direct Jobber

Location

Wolcott, Connecticut. Serving Connecticut, Massachusetts and New York.

Year Founded

2003

Company size

We are an independent AMSOIL dealership supporting approximately 25 dealers.

Primary Focus

Making AMSOIL synthetic lubricants available to automotive enthusiasts, commercial shops, retail stores and oil change centers. We also provide training and support to individuals interested in the AMSOIL dealer opportunity.

How did your company get its start?

We were looking for a complete product line of premium synthetic lubricants for our own use when we became aware of AMSOIL synthetic lubricants. We started using AMSOIL synthetic lubricants, fluids, and greases in our vehicles and equipment and realized the many benefits. In 2003 we pursued AMSOIL Corporation's dealer opportunity and began building a business.

What were some challenges early on for the business?

As we began selling AMSOIL synthetic lubricants, many customers were not aware of the benefits of using synthetic lubricants in their engines. We had to first educate and then sell. Now with most manufacturers requiring or recommending synthetic lubricants be used in their vehicles, convincing auto enthusiasts and fleet operators to upgrade to AMSOIL synthetic lubricants is much easier.

If there was one thing you would want the automotive community to know about your company/services/products, what would it be?

AMSOIL lubricants are sold through independent dealers, each pursuing their own business opportunities. We are one of those dealers.

The one thing that we want the automotive community to know is:

Changing your engine oil to the appropriate AMSOIL synthetic lubricant is one of the easiest performance upgrades that you can make.

What is a fun fact about your company most would not know?

Our experience with AMSOIL corporation began as a customer. Realizing the benefits of using AMSOIL synthetic lubricants in our vehicles and equipment, we began an independent dealership. We actively participate in the training and support that AMSOIL corporation and our sponsors offer. We now support and guide individuals interested in pursuing the AMSOIL dealer opportunity either on a full-time or part-time basis.

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Are there any new products or services on the horizon?

AMSOIL corporation continues to formulate new synthetic lubricants as engine manufacturers' demands change. For example, engine power density is increasing. With turbocharging, direct injection and variable valve timing, the horsepower per unit of displacement is substantially higher than in years past. This generates more heat, pressure, and stress on the engine creates greater demands on the oil.

What do you love about the automotive enthusiast community?

What I love about the automotive community is the passion for their particular brand, its performance, and the technical knowledge of their vehicles that they are willing to share.

Where do you see the automotive enthusiast community heading in future years?

We see the automotive enthusiast community becoming larger and even more active in events such as meets, shows, racing and with a greater on-line presence as we move forward.

What can the automotive enthusiast community expect to see from you in the future?

We are extending our reach by welcoming individuals in the automotive enthusiast community to join us as independent dealers. By pursuing the AMSOIL dealership opportunity you will be adding to the number of knowledgeable independent dealers available to your fellow enthusiasts while building a business and enhancing your income. Please visit www.joinamsoil.com/?zo=1163825 for more information on the dealership opportunity.