

DEALERS IN ACTION!

Radio Host Gives Audiences AMSOIL Facts



LARRY PERRY
The "Magic Mechanic"

"Hi folks, Larry Perry here! Thanks for tuning in to 'The Magic Mechanic' Show."

He's the most popular radio talk show host in the Orlando, Fla. area. Every Saturday from 3-5 p.m. (EST) listeners throughout central Florida, and those who get online at wdb.com, listen live to Perry give automotive advice.

What makes him an expert? He also owns an automotive shop of the same name. "It's the busiest and largest auto service center in central Florida,"

Perry said. Perry, who is an AMSOIL Direct Jobber, sells and installs AMSOIL products at his shop.

But he wasn't an easy convert to synthetic motor oils. He was a died-in-the-wool believer in petroleum oils and 3,000 mile oil changes early on in his career as a mechanic. Like other "old schoolers," he was suspicious of extended oil drains and synthetics in general.

He opened his shop, the "Magic Mechanic," in 1988. Right about that time he noticed there were some people around selling AMSOIL motor oils and telling their customers about the extended drain opportunities as well as the benefits of synthetics.

His resonant voice is full of laughter as he recalls his thoughts in those days. "I thought, oh, man, these people need some serious help." He was sure they were leading consumers astray and would cost them their engines. In those days, he said, you just expected to change the engine in a vehicle at about 100,000 miles.

Sometime in 1991 or '92 a man from Wisconsin brought Perry a 1980 Lincoln Town Car, with a 302, 5.0 litre engine. It had developed a leaky intake valve, Perry said. He thought he was looking at an engine that had around 75,000 miles on it. He took it apart and the engine was clean, Perry said. His customer told him the engine actually had 475,000 miles on it and this was the first time it had ever been opened up for any type of service. Perry said he couldn't believe it. The customer showed him receipts for every AMSOIL oil change and service for the car throughout its lifetime.

That was the turning point for Perry. He researched synthetic motor oils, and AMSOIL in particular. He's conducted many of his own "crazy" tests on AMSOIL motor oils, he said, like heating AMSOIL to very high temperatures just to see what happens.

His career as a mechanic and knowledge of lubrication and the benefits of AMSOIL have made him a trusted and respected expert in Florida. He attributes his success to his knowledge of lubrication; his rich voice gives his audience confidence as he speaks to them as "just a good ol' hillbilly" who uses everyday terms and stories to make his points clear and understandable.

He's been on the radio for nearly 16 years. Perry also gets exposure writing a weekly column on automotive maintenance and lubrication for the *Orlando Sentinel*.

The most important information he can give consumers, Perry said, is "exactly how to lubricate their vehicles." A lot of people don't understand the purpose of lubrication or the way in which it works. "They just need to be educated in words they understand about the importance of preventive maintenance and lubrication," he said.

"I tell them AMSOIL is a mechanic in a can and a fountain of youth for their automobiles."

His profits at the shop have grown simply from the sheer volume of AMSOIL lubricants he sells, he said. He employs two men full time who simply install AMSOIL products in vehicles eight hours a day. "We don't have to sell AMSOIL motor oil anymore," he said. "People ask for it."

He is associated with AMSOIL Direct Jobbers Dan Watson and George Douglas, who have both appeared on the radio show. Perry said the market for AMSOIL motor oil in the Florida area is booming.

Perry has a four-station offer pending, a potential book deal on the table and his shop is humming right along, he said. He rarely sells AMSOIL products outside of his shop, he said. But he earns money on his Dealership every month. He refers new recruits to other Dealers in the area because he doesn't have the time to grow the Dealership right now.

"I open a lot of doors for those people. I'm AMSOIL's unsung hero," he said, laughing.

Perry has been searching for someone to syndicate his show. "If that happened, you guys could not make the oil fast enough," he said. "It would be what you're doing now - on steroids."