

# Olson Marketing Monthly

Starter Edition

## Your Amsoil Information News Source

### Amsoil - A Brief History



As a jet fighter squadron commander Lieutenant Colonel Albert J. Amatuzio had ample opportunity to witness synthetic lubricants in action. These oils are used exclusively in jet engines because of three extraordinary performance characteristics: an ability to reduce friction and wear on engine components, an ability to function dependably at severe temperature extremes and an ability to withstand rigorous and lengthy engine operation without chemical breakdown.

Recognizing that these same benefits would prove invaluable in combustion engines, Amatuzio began conducting serious research in 1963. By 1966 he had formulated a synthetic motor oil and put it to use in vehicles in northern Minnesota. Throughout

the late '60s Amatuzio continued his research and development and sold commercially available synthetic oils under a variety of names. In 1970 he incorporated his own name into a commercially sold product called AMMOIL. In 1971 this product name was changed to AMZOIL and it continued to be sold commercially. The true milestone came in 1972 when AMZOIL became the first synthetic motor oil in the world to meet American Petroleum Institute criteria. The new lubricant performed like no other before it. When the first can appeared on the market in 1972, it signaled the birth of an entire industry. AMSOIL synthetic lubricants have expanded the boundaries of lubrication science and redefined the performance possibilities of modern machinery and engines.

AMSOIL INC. was founded on Al Amatuzio's desire for technical innovation, his commitment to high quality and his belief that consumers would respond to a superior product. The company has remained true to these ideals; its history is a checklist of

revolutionary products that have withstood the tests of time. As the pioneer corporation in the field of synthetic lubrication, AMSOIL sees its Commitment to Excellence as a historical responsibility, and A.J. Amatuzio's energy and vision continue to drive the company forward...inspired by aerospace technology.

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## Amsoil Saves You Money

AMSOIL extended drain intervals means fewer oil changes, long term savings and convenience. Even if you drive only 12,000 miles per year, the cost for AM-SOIL full synthetic motor oil is less than you pay for petroleum (crude) oil now! And you still get better wear protection, lower engine temperatures, improved fuel efficiency and easier cold-weather starts.

All of these benefits add up to reduced operating costs and longer engine life. Change your oil and filter today and in 12 months change the oil and filter again. That's it! What could be more convenient and good for your vehicle, too?

## Purchase Products at Wholesale Cost

Amsoil products save you money when purchased at retail. But... why pay retail when you can purchase them at wholesale and save even more?!?! (See Motor Oil Cost Comparison chart below.)

By registering with Amsoil using the ZO number provided by Don or Jon Olson (on page 1) you acquire "Preferred Customer" status. As a Preferred Customer you are able to purchase products at wholesale cost. You are able to order what you want, the quantity you want, whenever you want and they will be delivered factory fresh directly to your door.

## Does Amsoil Use Void Manufacturer Warranties?

Use of Amsoil Synthetic Lubricants does not void the manufacturer warranty of vehicles. In 1975, congress enacted the federal Magnuson-Moss Act to regulate written consumer product warranties. Under this Act warranties remain intact when Amsoil Synthetic Lubricants are used.

Extending oil drain intervals also does not void warranties. To affect the vehicle warranty, the lubricant must be directly responsible for the failure. If the oil didn't cause the problem the warranty cannot be voided, regardless of brand or length of time in use.

If an original equipment manufacturer claims you can only use their products it is a violation of the consumer protections set forth in the Magnuson-Moss Act, unless they are willing to provide you those products free of charge.

Amsoil offers a warranty that covers the cost of repair or replacement of a proven mechanically sound engine damaged as a result of using Amsoil synthetic motor oil. Amsoil further backs its products with action when a Dealer or customer reports being told their warranty is voided if they use synthetics. If you have experiences such situations contact Amsoil Technical Services Department.

Access to the complete Magnuson-Moss Act is available on the internet by searching for Magnuson-Moss Act or Federal Trade Commission.

## Motor Oil Cost Comparison

I own a 2001 Ford F-150 and drive 15,000 miles per year. My truck requires 6 quarts of oil. Conventional motor oil companies recommend 3,000-mile drain intervals. Amsoil recommends 25,000-mile/1-year drain intervals with their Signature Series 100% Synthetic Motor Oil.

### Conventional 5W-20 Motor Oil (O'Reilly Auto Parts Brand)

*(30 quarts needed for 15,000 miles)	\$3.99/qt. x 30 = \$119.70
5 Standard Oil Filters	\$3.79/filter x 5 = \$18.95
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<b>Total</b>	<b>\$138.65</b>

### Amsoil 5W-20 Synthetic Oil (At Retail Cost)

*(6 quarts needed for 15,000 miles)	\$11.10/qt. x 6 = \$66.60
1 Amsoil EAO11 Filter	\$17.75/filter x 1 = \$17.75
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<b>Total</b>	<b>\$84.35</b>

### Amsoil 5W-20 Synthetic Oil (At Preferred Customer Cost)

*(6 quarts needed for 15,000 miles)	\$7.85/qt. x 6 = \$47.10
1 Amsoil EAO11 Filter	\$13.15/filter x 1 = \$13.15
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<b>Total</b>	<b>\$60.25</b>

\*All prices are current as of Fall 2014

## The Right Choice for the Environment

Messages on the importance of being “green” and erasing our carbon footprints are everywhere these days. Consumers are becoming increasingly more conscious about how the purchasing decisions they make impact the environment. On the other hand, worries over rising costs of everyday purchases (fuel, groceries, etc.) have consumers scrambling to find a product they can feel good about that won’t break the bank. Enter AMSOIL.

Since the introduction of the world’s first synthetic motor oil, AMSOIL synthetic lubricants have been setting new standards for motor oil quality. They are specially designed to protect engine components, reduce emissions, last longer, reduce fuel consumption and prevent environmental pollution. From the beginning, AMSOIL synthetic motor oils have outperformed conventional petroleum motor oils on all counts.

AMSOIL INC. has been dedicated to helping reduce negative impacts on the environment. AMSOIL was the first to recommend 25,000-mile/one-year drain intervals. By safely extending drain intervals, AMSOIL synthetic lubricants dramatically cut the amount of oil consumed and emissions produced. This is not a new fad that AMSOIL is jumping on board with; it is the way AMSOIL has always operated.

In addition to the extended drain intervals, AMSOIL synthetic mo-

tor oils are specially designed to protect engine components, extending the life of the engine and reducing the need for replacing engine parts. They are also thermally stable with a strong resistance to high temperature volatility (burn-off), preventing sludge deposits and keeping engines clean. Low volatility and clean operation reduce oil consumption and emissions.

The advanced lubricity (slipperiness) of AMSOIL synthetic lubricants has also been proven to increase fuel economy. This reduces dependency on foreign oil and overall fuel consumption. The resulting improvement in fuel efficiency and reduction of emission levels contribute to the conservation of natural resources and protection of the atmosphere.

AMSOIL INC. doesn’t just leave the responsibilities of environmental protection to the products; the company itself is diligent in making efforts to keeping the earth clean. AMSOIL recycles virtually 100 percent of the corrugated trays and packaging boxes that come into its facilities, equaling several tons of recycled cardboard each month. All used steel drums and all “clean” plastic bottles are also recycled.

AMSOIL INC. is determined to continue to set the bar high for the lubrication industry across the board, including with regards to environmental responsibilities. Our long-standing quality products lead the way to a greener, healthier planet for all.

## Better Fuel Economy

Fuel economy is becoming more important with each passing year. Gas and diesel prices keep rising, putting a major strain on businesses that rely on vehicles and heavy equipment in their daily operations. AMSOIL synthetic lubricants improve fuel economy by allowing moving parts to move more freely, using less energy and creating less friction than when conventional lubricants are used.

The use of AMSOIL synthetic motor oil, gear lubes and transmission fluids can have a profound impact on fuel economy. Industry tests demonstrate an average conservative decrease in fuel consumption by two to five percent by switching to synthetic lubricants. Many AMSOIL customers report even larger gains in fuel economy.



## Additional Opportunities

Amsoil also gives you the opportunity to generate income through helping others purchase Amsoil products at wholesale (or retail). Send an e-mail to Don or Jon or give us a call and we will send you information on the program

If you are interested we will provide you with as much or as little information as you desire. We will never sell, lend, trade, or otherwise divulge your email or other information without your express permission.

We are lubrication trainers and consultants. But we do not charge for our services.





## Automotive Humor

The mechanic looked sadly at my car for a couple of minutes and said, “What you really need is the radiator cap solution.”

“Oh,” I said, trying not to sound too confused, “do you mean the radiator cap isn’t holding enough pressure?”

“That’s only part of your problems” he said. “You really need to lift the radiator cap and drive another car under it. Then you can screw the radiator cap down again and that will solve most of your problems.”

## Word Search

L L U B R I C I T Y  
 E Q S A V I N G S O  
 U W A R R A N T Y N  
 F U H E N G I N E S  
 E F F I C I E N C Y  
 C I T E H T N Y S D  
 X E C O N O M Y G V  
 N O I T C E T O R P

### Word List:

ECONOMY	FUEL
EFFICIENCY	LUBRICITY
ENGINES	PROTECTION
SAVINGS	WARRANTY
SYNTHETIC	

## Don’s Corner

with Don Olson

Hi, I’m Jon’s dad and a retired Navy and FAA electronics technician.

I was introduced to AMSOIL and registered in July of 1976. I mainly just used the products until 6 or 7 years ago when I decided to take advantage of the marketing plan and work it as a business for another stream of income in my retirement.

I enjoy many things about AM-SOIL, besides the people I meet and help. Specifically, I enjoy the full line of AMSOIL automotive lubricants and filter products, **AL-TRUM** natural food supplements, **AGGRAND** organic liquid fertilizers for home, garden and farm and the **Mother’s Car Care** line of products. I have never had any pressure to purchase anything or stock products. It’s a dream come true for me.

If you register as a Preferred Customer it allows you to purchase what you want, when you want it, in the quantity you want and have it delivered to your door at wholesale pricing; nothing else is required of you.

E-mail or phone Jon or me for more (no obligation) information or to answer any questions you may have. (See front page of this Newsletter).



## Shop Talk

with Jon Olson

My name is Jon Olson and I am a high school shop teacher in the Omaha Nebraska Metro Area. I specialize in auto mechanics, carpentry, and ensuring students are successful in the classroom and beyond.

Growing up I was always surrounded by Amsoil but never developed a clear understanding for the purpose and benefits of Amsoil products until I started my career as a teacher. As a high school shop teacher I have seen virtually all years, makes, and models of vehicles. Most vehicles I see are not cared for or properly maintained.

High school students do not typically have a background in care and maintenance procedures for their vehicle. It is my responsibility to develop their knowledge base on the importance of vehicle maintenance and the benefits of using quality products to ensure longevity in their vehicle’s various systems. More so, it is my responsibility to give students the necessary background information, with regards to automotive systems, so that they make intelligent informed decisions when it comes to automotive maintenance and repair.

The big eye-opener for me was when students would bring their vehicles in to the shop, and as we began working on them, I would think to myself, “How could an vehicle get this bad?” It didn’t take me long to figure out that a lack of preventative maintenance and continual use of second-rate automotive products are primary causes of equipment degradation.