

Olson Marketing Monthly

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Your Amsoil Information News Source

Why Synthetic?

Answers from non-Amsoil experts

The main advantage of [synthetic oil](#) is that it is slower to break down than normal oil, and therefore the time between oil changes can be longer. Also, some of the chemical breakdown that oils suffer from, is not the oil itself breaking down, but their additives such as “viscosity index improvers” degrading. Synthetic oils need less of these additives, so they suffer less from their breakdown.

Robert Wilson M.E.
Mechanical Engineering Technologist
British Columbia Institute of Technology

Synthetic motor oil offers longer intervals (up to 25,000 miles) between oil changes without compromising engine life. Other advantages include superior temperature resistance, better low-temperature performance, and a lower oil-consumption rate.

NYC Department of Sanitation

Synthetics keep the inside of the engine clean and prevent the buildup of sludge. Synthetic oil can also improve fuel economy.

David Aretha
Consumer Guide Automotive
howstuffworks.com

Motorcycles Are Included

AMSOIL has developed oils just for motorcycle owners. Many Harley-Davidson, Honda, and Suzuki owners have switched to AMSOIL motorcycle oil and filters.

- [SAE 60 Advanced Synthetic Motorcycle Oil](#)
- [20W 50 Advanced Synthetic Motorcycle Oil](#)
- [10W 40 Advanced Synthetic Motorcycle Oil](#)
- [10W 30 Advanced Synthetic Motorcycle Oil](#)

And not to be forgotten for those smaller scooters (yes, you must do maintenance on them too!):

- [Formula 4-stroke 10W 40 Synthetic Scooter Oil](#)

AMSOIL offers the best oil filters money can buy. More information is available by contacting Jon or Don (information at right).

Thanks for using the best American produced Synthetics and keeping jobs in America.



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Got a Motorcycle?

Amsoil Ea [Motorcycle Oil Filters](#) also come in Chrome!



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Altrum Nutritional Information

Health Division of AMSOIL

Altrum, established in 1985, offers high quality nutritional supplements designed to maximize health and nutrition. The Altrum Division was founded on Al Amatzio's unwavering belief that good nutrition and a healthy lifestyle are vital to success.

Nutritional Bases:

- [A.J.'s Ultra Multi](#)
- [Ultra Daily Enzymes](#)
- [Nutritional Oils](#)
- [Ultra Probiotics](#)

These recommended core products cover most of your nutritional bases. The Ultra Multis alone contain more than 130 nutritional ingredients including high potency B-12.

From this basic, nutrient-rich foundation, you can further design your nutritional program for optimal health.

ALTRUM provides 31 different nutritional supplements for you to choose from in determining which formulas are right for your personal use.

The Basics

A.J.'s Ultra Multi's

This daily multi-vitamin / mineral tablet ensures you get the basic nutrients to help your body function properly.

Ultra Daily Enzymes

Your key to unlocking nutrition from your food. Includes 13 powerful digestive enzymes plus probiotics.

Nutritional Oils

Keep your body finely tuned and running efficiently. This all-in-one EFA (essential fatty acid) formula provides omega 3 and 6, EPA, DHA, ALA and GLA from 1200 mg each of Borage, Flax and Fish per day.

Ultra Probiotics

Probiotics play an essential role in maintaining overall health.

Altrum Product Highlight

The Ultra Multi is our most advanced all-in-one formula and flagship supplement of the ALTRUM Nutritional Product Line. It contains more than 14 supplements in one formula that provides significant amounts of every nutrient considered important for human health. This premium multi-vitamin, superfood/herbal formula is comprised of more than 130 vital ingredients that reflect the latest breakthroughs in nutritional science including antioxidants, phytonutrients, enzymes, herbs and amino acids. It provides a full, broadband spectrum of all the nutritional factors known to mankind.

Want to learn more?

For more in-depth information you can check www.altrumonline.com and use referral # **10458** or referral # **1983724**.

At the top of the page choose SHOP to purchase supplements or SAVE to become a member and get wholesale prices or LOGIN if you are already a member.

This membership number also gives you wholesale prices on the full line of AMSOIL products, AGgrand liquid organic fertilizers, Mother's Car Care Products, and other products.

While on line sign up for the ALTRUM free newsletter from AMSOIL and request a free catalog.



All About Oil

Oil Solutions & General Information

Oil Basics

- The purpose of Oil is to cool and lubricate your engine. Oil will keep your engine running smoothly and trouble free.
- Crude Oil is pumped out of the ground and has sharp irregular shaped molecules.
- Synthetic oil is manufactured from base stocks that act like little ball bearings in your engine.

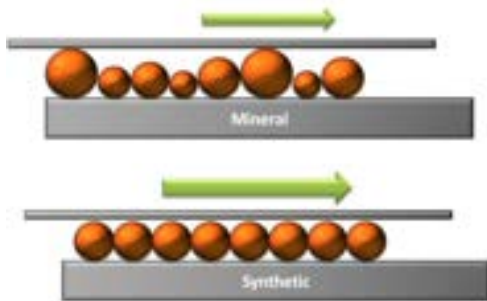


Image from KEW Engineering.
<http://www.kewengineering.co.uk>

- Oil is tested at 210 degrees Fahrenheit for straight grade (no W rating). The W rating indicates that when tested at that temperature (for instance 5W 30) the oil acts as thin at 5 degrees as it does at 210 degrees. This is good to know in cold climates. In very cold weather it is desirable to have the engine be able to pump oil for lubrication purposes immediately rather than waiting for the engine temperature to reach 210 degrees Fahrenheit.



Why change oil?

Sludge may be one of the biggest causes of premature engine wear or failure. Sludge is gooey tarlike deposits that reduces or shuts off oil circulation and can mean thousands of dollars in repairs. Sludge is a thickening and breakdown of engine oil as it deteriorates as moisture and contaminants build up.

Conventional tactics to purge sludge from the engine call for regular oil changes every 3,000 miles. Dean Tomazic, director for performance and emissions at FEV Engine Technology, a consulting Firm in Auburn Hills, Mich., said the owner of a used car could conscientiously change the oil every 3,000 miles and still have sludge problems. Mike Caruso, a technical specialist with the Automotive Engine Rebuilders Association stated that sludge problems seem to be increasing as engines have become more sophisticated.

[AMSOIL Synthetic Motor Oil](#) resists thermal (heat) breakdown better than conventional oils. It is heavily fortified with detergent and dispersant additives to help prevent sludge deposits and keep engines clean. As you drive, AMSOIL motor oil is cleaning the inside of engine. With its ability to resist breakdown, AMSOIL Synthetic Motor Oil can provide extended drain intervals of up to 25,000 miles or one year.

What are my AMSOIL options?

AMSOIL offers three tiers of full synthetic oil (at very competitive prices).

AMSOIL Signature Series 100% Synthetic Motor Oil is designed for vehicle owners who accrue lots of miles in a year or those that just want to do one oil change a year. It should be used in engines that are physically sound. With the use of an AMSOIL nano-filter (oil filter) you can expect to run between 15,000 and 25,000 miles or one year, whichever occurs first. Signature Series Synthetic Motor Oil exceeds the higher performance demands of modern engines.

AMSOIL XL Extended Life Synthetic Motor Oil is formulated for up to 10,000 miles or six month intervals. Compared to conventional motor oils it provided better wear control, high- and low-temperature protection and increased fuel economy.

AMSOIL OE Synthetic Motor Oil is formulated for the longer oil change intervals recommended by vehicle manufacturers today. Its advanced synthetic technology resists chemical breakdown for a maximum wear protection well beyond the traditional 3,000-mile oil change interval.

Some information from:
<http://www.nytimes.com/2007/02/04/automobiles/04SLUDGE.html>

Stay Tuned for Future Fluids

Brake Fluid Nov 2011

Power Steering Fluid ... Dec 2011

Transmission Fluid Jan 2012

Differential Fluid Feb 2012

Word Search

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

Word Bank

ALTRUM	SUPPLEMENTS
AMSOIL	SYNTHETIC
CRUDE	PROTECTION
ENZYMES	PROBIOTICS
SLUDGE	NUTRITIONAL

Automotive Lingo:

Oxygen Sensor

The Oxygen Sensor, O2 Sensor, helps the engine run as efficiently as possible by sensing the ratio of air and gasoline that are being passed through the exhaust pipes. If the vehicle's computer does not like the ratio it will adjust the amount of fuel that is injected into the engine.

When the O2 sensor stops "sensing" properly, the computer is not sure what do to and ends up "guessing" how much fuel to inject into the engine. Your car performs poorly and uses more fuel than it needs to.

Don's Corner

with Don Olson

This issue I would like to talk briefly about [Altrum Food supplements](#).

My health is good, but should be compromised if you take into consideration genetics. My father, mother and siblings had or have multiple health issues. I am sure I have some health issues too, but they don't seem to be serious enough that I am on any pharmaceuticals.

I attribute that to studying about and pursuing a fairly healthy lifestyle. Yeah, I know it's not always fun or easy to watch what I eat and it's a challenge to get daily exercise.

I have been plagued with high cholesterol and high triglycerides, but have found that I can control that through diet. This is helped by getting the proper nutrition. 90% of my food supplements are ALTRUM; about 20 different ones, but I have done my homework before I have decided which ones I feel would be the best and help my body to function the way God designed it too.

ALTRUM food supplements are of the highest quality. They ascribe to GMP (Good Manufacturing Practices) GMP which is a guide responsible supplement companies use to insure what they say on the label is the measure found in the supplement.

I would be happy to provide you with any further information. Please let me know. Thanks.

Shop Talk

with Jon Olson

Most auto mechanics are trustworthy honest individuals. On the rare occasion that you find yourself in a situation where you are questioning the mechanics character or assessment it is always good to have some basic background knowledge about the systems in your vehicle.

Day 1

A vehicle was brought into the shop for interior and exterior detailing. The first day my students detailed the interior of the vehicle. Along with the interior detailing, my students performed the preventative maintenance checks (tires, fluids, belts, lights, etc.). It was determined that it needed an oil change.

Day 2

The owner of the vehicle took it in to have the oil changed at their choice mechanic.

Day 3

The check engine light came on. It was brought into my shop to run diagnostics. Diagnostics concluded that the gas cap was removed and sitting freely behind the fuel door. I asked the owner if the fuel tank was filled recently. The answer was "no". At some point, someone removed the gas cap knowing that it would cause the check engine light to turn on after a short period of time.

At the school, we don't charge for working on vehicles. It angers me because in a typical situation the vehicle owner would probably take their car back in to the same mechanic and be charged for diagnostics and "repairs".