

Olson Marketing Monthly

April 2012 - Issue #8

Your Amsoil Information News Source

Spring Sprucing Up!

Motorcycles

10W-40 4-Stroke Synthetic Scooter Oil

Formulated specifically to meet the special needs of today's high-tech air- and water-cooled four-stroke motorized scooters.

10W-30 Synthetic Motorcycle Oil

Premium oil specifically formulated to excel in all areas unique to motorcycles, including high engine RPM, wet-clutch lubrication, extreme-pressure regions of gears and rust common to short drives and storage.

10W-40 Synthetic Motorcycle Oil

Recommended for high-performance liquid- or air-cooled four-stroke engines and transmissions and both four- and two-stroke motorcycles. Wet-clutch compatible. Outstanding gear protection. Anti-rust fortified. Recommended for Honda, Kawasaki, Yamaha, Suzuki, BMW, Husqvarna and Victory motorcycles

20W-50 Synthetic Motorcycle Oil

Excellent performance in air-cooled motorcycle engines due to high heat resistance, anti-wear additives and oxidation resistance. Recommended for Harley-Davidson, Buell, KTM, Ducati, Aprilia, BMW and Triumph motorcycles.

SAE 60 Synthetic Motorcycle Oil

Designed specifically for big-bore, air-cooled motorcycle engines, including Harley-Davidson Panhead, Shovelhead and Knucklehead. Shear-stable formula helps stop viscosity loss. High heat-resistance, anti-wear additives and oxidation resistance. Anti-rust agents and contains no friction modifiers for excellent wet-clutch performance.



Power Sports, Etc.

Formula 4-Stroke Power Sports Oil

Specially formulated for four-stroke recreational motors, ATVs and snowmobiles reduces wear. Wet-clutch compatible. No friction modifiers. Broad viscosity range makes it excellent for use in both hot and cold weather conditions.

Formula 4-Stroke Marine Synthetic Motor Oils

10W-30 & 10W-40

4-Stroke gasoline-fueled engines used in marine applications. Exceptional wear protection, viscosity stability, low volatility and excellent rust protection.

What's inside?

Reformulated Greases.....	p. 2
Heavy Duty Oil Filters.....	p. 2
Motorcycle Octane Boost.....	p. 2
AgGrand.....	p. 3
Altrum.....	p. 3
Don's Corner.....	p. 4
Shop Talk.....	p. 4

Formula 4-Stroke

Synthetic Small Engine Oil

A commercial grade oil designed for hot-temperature, severe-service operation of small engines that is often difficult or infrequent.

More information available at www.amsoil.com

Dealer Contact

Lincoln

Don & Peg Olson
ZO# 10458
402-489-3930

lubedealer.com/donolson
diolson@windstream.net

Omaha

Jon & Stacey Olson
ZO# 1983724
402-990-7940

teacherjon@gmail.com

Reformulated Greases

AMSOIL [Synthetic Multi-Purpose Grease](#) and [Synthetic Water-Resistant Grease](#) have been reformulated with calcium sulfonate complex thickeners to provide even better protection and performance. The new thickener allows Synthetic Multi-Purpose Grease and Synthetic Water-Resistant Grease to provide improved extreme-pressure properties, corrosion resistance, oxidation resistance, high-temperature stability and water resistance at the same price as the previous formulations.



AMSOIL Synthetic Multi-Purpose Grease and Synthetic Water-Resistant Grease are now available in convenient 3-oz. cartridge sizes (GLC3P, GWR3P), designed for use with the new AMSOIL Grease Gun. The [Grease Gun Kit](#) (GLCKT) includes a 3,600 psi spring-loaded grease gun, flexible hose and 3-oz. cartridge of Multi-Purpose Grease.

Heavy-Duty Extended-Life Oil Filters

AMSOIL Ea [Heavy-Duty Extended-Life Oil Filters](#) (EaHD) provide excellent filtering efficiency and high levels of contaminant capacity for heavy-duty on- and off-road gasoline and diesel applications. They provide extended service intervals that coincide with the maximum drain interval recommendations of AMSOIL synthetic motor oils (not to exceed one year), increasing convenience and reducing maintenance costs.

Look up yours today:

[Heavy Duty Filter Lookup Guide](#)
[Filter Cross-Reference Guide](#)



Motorcycle Octane Boost

AMSOIL [Motorcycle Octane Boost](#) (MOB) increases octane up to three numbers for maximum power and efficiency. It is designed to improve startup performance and eliminate engine ping or knock for increased power at low-rpm operation. It contains detergents that help maintain cleanliness of combustion chambers and fuel delivery systems for optimum performance. At the recommended treat rate, it does not harm catalytic converters or oxygen sensors and is compatible with other AMSOIL fuel additives. Motorcycle Octane Boost is available in the U.S. only.



When treated at 1.3 oz. per gallon of fuel, Motorcycle Octane Boost increases the octane of gasoline up to three numbers. Increased octane improves power and can eliminate performance-robbing and potentially damaging engine knock or ping. One 4-oz. bottle of AMSOIL Motorcycle Octane Boost treats four to six gallons of gasoline. Slight overtreatment causes no issues.

AgGrand

Traditional lawn fertilization practices can lead to surface and groundwater pollution. Even when applied at the recommended rates, highly-concentrated chemical fertilizers cause water pollution when a heavy rain or too much irrigation follows soon after application.

While banning the application of certain nutrients can reduce pollution problems, a more feasible solution is the use of more sustainable practices and natural products. For example, the recycling of nutrients through the return of grass clippings (using a mulching mower) stimulates soil biological activity and supplies at least two pounds of nitrogen per 1,000 square feet per year without causing pollution.

Applying low levels of natural nutrients such as fish, kelp, humates and corn gluten meal stimulates the proliferation of microbes and earthworms, which readily consume nutrients before they can reach lakes. As the creatures in the soil multiply, they excrete nutrients and die or are consumed, digested and excreted by other organisms, slowly releasing nutrients as plants need them.

In a recent comparison study, one homeowner applied 30-5-10 chemical fertilizer at 20 pounds per 5,000 square feet, while his neighbor applied one quart of fish-kelp humate fertilizer per 5,000 square feet. The natural fertilizer puts .0184 pounds of nitrogen and .013 pounds of phosphate per 1,000 square feet compared

to the chemical fertilizer at 1.2 pounds of nitrogen and .2 pounds of phosphate per 1,000 square feet (65 times more nitrogen and 15 times more phosphate than the natural fertilizer). The naturally-fertilized lawn is more drought and pest resistant and requires less irrigation because it uses less water. It also stimulates biological activity, creating stable soil aggregates that enable the roots to go deeper and develop better, keeping nutrients in the root zone. Comparatively, the chemically fertilized lawn required constant irrigation. In addition, the chemical toxifies the soil, inhibiting biological activity leading to compacted soil and an unhealthy rot environment.

Nitrogen and phosphate are present in all ecosystems, and nature knows how to hold them and make them readily available when they are needed. Fertilization in itself is not inherently bad, but the type and amount of fertilization is the key to producing healthy lawns and eliminating water pollution.

Source: AgGrand.com



Altrum

Altrum was established in 1985 and is a division of AMSOIL which provides high quality nutritional supplements designed to maximize health and nutrition. Altrum provides the same excellence in health products that AMSOIL first established for lubricants in 1972.

The Altrum division was founded on AL Amatuzio's unwavering belief that good nutrition and a healthy lifestyle are vital to success.

I, Jon, like to consider myself still young, however just being young doesn't mean healthy. Prior to becoming a teacher I managed a restaurant and I am all too familiar with nutrition and wellness. It seems that every couple of years the government changes the definition of healthy eating. When I was growing up there were only four food groups (fruits and vegetables were combined) so as a kid that meant if I ate extra fruit, then I didn't need to eat my vegetables (insert laughter here).

The newest concept is [Choose My Plate](#). I attempted to "make my plate" but was unsuccessful at sifting through all the information available. I guess I'll go hungry. One thing I am sure of, is that if I supplement my "plate" with Altrum nutritional supplements such as the [Ultra Multi](#) then I take much of the guess-work out of healthy eating.

To check out the full line of ALTRUM products, you can download their [Free Product Catalog](#) or log on to [AltrumOnline.com](#).

Automotive Lingo:

Catalytic Converter

The main pollutants in the exhaust gasses are byproducts of incomplete combustion; hydrocarbons (HC), carbon monoxide (CO), and oxides of nitrogen (NO_x). The catalytic converter (CAT) is used to help clean up the exhaust gasses. The CAT is included as part of the exhaust system and contains precious metals such as platinum, palladium, and rhodium to help convert the exhaust gasses from HC, CO, and NO_x to water, carbon dioxide, and nitrogen. Carbon dioxide is the gas exhaled when you breathe; nitrogen makes up 78% of the air you breathe. Thus, a Catalytic converter converts harmful gasses into relatively harmless products.

Catalytic Converters are an essential part of a vehicle's emissions system. Unfortunately, there has been an increase in CAT thefts across the country due to the small amount of precious metals inside. Police state that it is not uncommon for these types of thefts to occur in broad daylight and it can happen in 60 seconds. They recommend parking in well lit, populated areas. Some companies have even developed [Catalytic Converter Theft Prevention Locks](#).



Don's Corner

with Don Olson

Like it or not...Spring has Sprung...though it seems a little early this year. Some equipment is being put away for the Spring and Summer...maybe Fall.

It's time to prepare the small engine equipments for storage and bring out the 'workhorses' and 'toys' for the spring, summer, and fall.

Remember as a Preferred Customer with AMSOIL you get to purchase all products AMSOIL offers at wholesale, delivered right to your door. You also order only what you want, when you want it, and in the quantity you want.



AMSOIL products are available, but also, [AGGRAND](#) liquid organic fertilizers, [ALTRUM](#) natural organic food supplements, [Mother's Car Care Products](#), [NGK spark plugs and wire sets](#), [AMSOIL](#), [WIX](#), [Donaldson](#) and [MANN](#) filters as well as [TRICO wiper blades](#).

It's easy...

Call 1 800 956-5695 for telephone ordering and ask to register as a Preferred Customer.

Referral # 1983724 (Jon)

or

Referral # 10458 (Don)

We are available to answer any of your lubrication questions ...on any equipment you own.

Shop Talk

with Jon Olson

There are quite a variety of vehicles I see each day and with each vehicle comes a variety of problems. You may think many of the problems don't actually pose a real problem but may be just an annoyance. Sometimes you may hear a faint rattle or even a quiet thunk as you turn a corner. These could be symptoms of a future repair. Catching such issues could help prevent a major repair in the future.

However, at the same time, it is expensive to constantly take your vehicle to the mechanic every time you hear something. And in many cases, when your mechanic does a test drive to recreate the sound or situation, it won't occur for them.

One alternative to taking your vehicle in for a diagnosis is to get a video camera (or use the one on your phone, if equipped) and record the sound or situation. Post the video to [youtube](#), a [vehicle forum](#), or even [Yahoo Answers](#) and see if you get a response. Mechanics will frequently browse through these sites and respond to problems to help people out. Just keep in mind that if someone responds, it doesn't mean that they are correct. What it will do, is give you some information to do some further research.

