

Olson Marketing Monthly

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Your Amsoil Information News Source

Save Time...Money... Equipment downtime... and improve your health!

Whether you own one motorcycle, a fleet of trucks or a farm land with many pieces of expensive equipment; you can begin now and save time and money on your lubrication making your equipment work more efficiently and last longer.

Aren't all lubricants the same?

NO, all lubricants aren't the same. Most manufacturers look for ways to "cut corners" and still have a saleable product. Many products are just that. They're saleable.

If you are looking for a U.S. manufacturer that doesn't believe in cutting corners offering a premium product you have arrived at AMSOIL. They simply have the best lubricants in the market... and at a reasonable price to you.

AMSOIL believes in the best and the highest quality product for the most reasonable price...no gouging here. In fact, Olson Marketing prefers you to purchase all of your products at wholesale.

AMSOIL can purchase base stock products (raw materials they use to formulate their lubricants) from any supplier for the best price—and they know the market! AMSOIL also purchases in quantity for the maximum benefit so they can pass the savings along to you. Many manufacturers have to purchase their base stocks from a specific supplier. If there is a shortage or a large price increase they will pass this increase along to you.

AMSOIL normally gives at least 30 days notice of price increases...does your current lubricant supplier give you such notice?

AMSOIL products are tested to industry standards. AMSOIL usually exceeds those industry standards.

Whether it's their own manufactured products or products offered by AMSOIL from another company you can rest assured they are the best products in the industry.

Now is the time to choose the best product for your equipments, lawn, garden, farmland as well as the ALTRUM line of excellent food supplements to help maintain your health.

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Congratulations!

New Dealers
Steve Ostransky

Preferred Customers
James Luedtke

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The Synthetic Oil Market











The Freedonia Group, a leading international business research company, projects higher equipment performance requirements and increasingly stringent environmental standards will cause U.S. demand for synthetic lubricants to grow by more than 8 percent annually to \$7.4 billion in 2015. Specifically, synthetic motor oil demand is expected to grow the quickest, increasing 12.4 percent per year to \$3.2 billion by 2015. Demand for synthetic transmission oil and hydraulic fluids is also expected to increase 11.5 percent annually to \$955 million by 2015.

Information retrieved from Amsoil.com

What does this mean exactly?

There are several conclusions that can be drawn from these statistics. First and foremost, business, industry, and consumers are increasingly beginning to realize the benefits and vital role that synthetic lubricants play in vehicles and other mechanical equipment. Secondly, with the push for improved energy consumption in everything from cars to lawn mowers to snow blowers, engines are being designed with tighter specifications. Conventional lubricants are not capable of effectively meeting those requirements. Lastly, I firmly believe that environmental awareness plays a big role in the projected increase in synthetic lubricant use. Changing your oil once a year (or 25,000 miles) significantly reduces your carbon footprint and the challenges that the next generation will face.

Harley Davidson V-Twin Forum Poll

View Poll Results: What do you use			
Dino Oil		149	6.54%
Amsoil		700	30.73%
SYN3		364	15.98%
Mobile 1		591	25.94%
Royal Purple		55	2.41%
Redline		136	5.97%
Dino in engine and Primary/different in tranny		25	1.10%
Synthetic in engine and Primary/different in tranny		86	3.78%
Valvoline		40	1.76%
Other		132	5.79%

The [V-Twin Forum](#) is a website dedicated to all things Harley Davidson and V-Twin. The V-Twin Forum identifies themselves as, “the best hang-out for V-Twin owners of Harley Davidson, Buell and Victory motorcycles.” The Forum contains some of the most extensive collections of technical information on the Evolution engine, the Twin-Cam 88 engine and the Twin Cam 96 engine.

In addition to the technical side of V-Twins, the Forum develops a community by connecting riders together to share experiences, photos, and personal opinions.

The “What Oil Do You Use?” poll, on the Forum, validates that Amsoil is no stranger when it comes to V-Twin enthusiasts.

Find your oil on:
[Amsoil's Motorcycle Guide.](#)



The Altrum Minute

Research has shown that how people feel inside, and their expectations of their capabilities, can have a greater impact on health, happiness and even longevity than the date on their birth certificates.

Men and women older than 50 with more positive self-perceptions of aging lived 7.6 years longer than those with negative perceptions, according to a 2002 study led by Yale University epidemiology and psychology professor Becca Levy.

Other studies reveal that feeling younger than you are is linked to better health, life satisfaction and cognitive abilities.

More important than reversing the clock is to be optimistic about it, according to Laura Carstensen, founding director of the Stanford Center on Longevity. When asked in studies how old they'd like to be, most people say they wish to be 10 years younger because they'd be healthier. No one wants to be 20 years older, according to Carstensen.

And aging does have its upsides. Emotional satisfaction and stability tend to improve as people get older, despite sad events like losing friends or social status. Because time seems short, elderly people focus on what matters most to them, such as personal relationships, rather than flailing about in the uncertain what-ifs of youth, according to Carstensen. It's not a happy-go-lucky happiness, but a deeper sense of gratitude.

Learn more about improving your health at AltrumOnline.com.

Grow with AgGrand

Versatile, convenient, effective. [AGGRAND](#) Natural fertilizers are organically certified liquid nourishment for commercial and private growers of grains, vegetables and flowers.

Farmer Richard Ward of Seaman, Ohio uses a combination of [AGGRAND Natural Fertilizer 4-3-3](#) and [AGGRAND Natural Liquid Lime](#) to get the best, tastiest and biggest corn crops. Ward has used [AGGRAND Natural Fertilizer 4-3-3](#) and [AGGRAND Natural Liquid Lime](#) for more than seven years on a variety of crops with great success.



"I've been farming my entire life and I've never experienced the consistently impressive results I've had with [AGGRAND Natural Fertilizer 4-3-3](#) and [AGGRAND Natural Liquid Lime](#). It exceeds all of my expectations."



Ward faced many of the pitfalls common to farmers in the 2007 growing season. To begin with, he planted his corn late. The late planting was followed almost immediately by a lot of rain that led to unusually high temperatures for his area in Ohio. During the hot spell, Ward used a higher concentrate of [AGGRAND Natural Fertilizer 4-3-3](#) and [AGGRAND Natural Liquid Lime](#) because he knew he only had time to fertilize once. Using a 200 gallon spray tank mixed with 4 gallons of [AGGRAND Natural Fertilizer 4-3-3](#) and 4 gallons of [AGGRAND Natural Liquid Lime](#) he fertilized the five acres of corn.

"I only needed to fertilize once, Ward said. "The corn never stopped growing.

By the Fourth of July the corn was knee high. The third week of July it was chest high and by the first week of August the corn was over his head. The corn tasseled in the first and second week of September and was matured (denting) by the third to fourth week of that month. "These cobs are as big around as soda pop cans and are 12 to 14 inches long, Ward said. "The yield was great because there were so many kernels on each cob."

Automotive Lingo:

Fuel Pump

The fuel pump is a pump that draws the fuel from the fuel tank and sends it through the fuel lines to the fuel injectors. When the engine is running, the fuel pump is pumping the gasoline into your engine. If the fuel pump fails, there is no gasoline getting from your tank to your engine and your engine will not start or run.

The fuel pump is usually located inside the fuel tank at the rear of the vehicle. Since the fuel pump is inside the fuel tank, it is difficult to replace. I own a 2001 F150. Repairpal.com estimates the cost for a fuel pump replacement (for my truck, in my city) would cost between \$453-\$729. I replaced a fuel pump in my previous vehicle and it was not a pleasant experience. I would recommend taking your vehicle to a mechanic for this type of repair.



Don's Corner

with Don Olson

I cannot emphasize enough the quality and wholesale pricing of the AMSOIL line of products. There is no gimmick. I am interested in you obtaining the best products available for the least amount of money for the value you get.

You purchase only what you want, when you want it and in the quantity you want. You order it direct from AMSOIL, INC. It is sent factory fresh to your door.

There are no minimum orders, "purchase every month" or any other hidden criteria. You will get my monthly newsletter introducing you to the fine line of products available. You simply register with AMSOIL, INC. as a Preferred Customer, Retail on the Shelf account or a Commercial account. You can register as a Dealer with all the benefits of owning your own home business. I will train you...there is no cost or pressure at any time.

When you need help deciding which product to use you can contact me. There is no obligation.

American manufactured, American ingenuity and simply the best American product money can buy at a reasonable cost...and at wholesale to you.



Shop Talk

with Jon Olson

Are you needing new brake pads?

I was talking to a buddy of mine that works for one of the local dealerships. I was inquiring as to the proper procedures for disc brake pad replacement. Although I have completed this task many times and teach this skill to my students, I regularly verify that my knowledge base is still current.

The specific question I asked was, "When performing disc brake pad replacement, is it required to 'turn the rotor' every time?" "Turning the rotor" means that the mechanic puts the rotor on a machine to make it smooth. Typically you are able to turn the rotors one or two times before you need to replace them due to the diminishing thickness of the rotor. He indicated that it is not required in all cases but is necessary in many cases.

This led to my next question, "Do all the mechanics, at your location, follow this procedure?" I had to take a step back when I heard his answer. He said that many of the older mechanics don't want to spend the extra time to 'turn the rotor' so they just replace them with new ones. My Auto Parts Store charges about \$10 to turn a rotor, compared to \$30 for a new one.

My recommendation: If you are required to purchase new rotors. Ask to keep the old ones and then take them into your local Auto Parts store and have them verify if replacement was required. If they are within specs, go back and negotiate a lower price for the repair.