

Olson Marketing

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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Concept Highlight: Extended Drain Intervals

AMSOIL extended - drain synthetic motor oils provide reserve protection, allowing you to go longer between oil changes if you choose. They deliver peace of mind so you can fit maintenance into your schedule. Some drivers want to follow the oil-change frequency outlined in their vehicle owner's manual. Others choose AMSOIL products for the comfort of knowing

their vehicle is protected should maintenance be delayed, or for the convenience of a once- or twice-a-year oil change.

Extend oil drains by 100 miles or thousands. The choice is yours. AMSOIL Signature Series Synthetic Motor Oil and XL Synthetic Motor Oil deliver guaranteed protection for up to 25,000 miles/12 months (15,000 miles/12 months in severe service) and 12,000 miles/12 months, respectively.

Dealer Contact

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Congratulations:

New Dealer

Fausto Lopez
Bronx, NY

New Preferred Customer

Jason Jimenez
Lincoln, NE

James Banister
Lincoln, NE

New Catalog Customers

Jesse Pella
Tecumseh, NE

Adrian Cowrie
West Palm Beach, FL



AMSOIL
The First in Synthetics®

Change Your Own Oil Today...Or Maybe Tomorrow

When you think about all the different types of maintenance and repair procedures that are performed on vehicles, oil changes are probably the first thing that pops in your mind. Most people take their vehicle to a mechanic or quick-lube business to have the oil changed. It is both quick and usually convenient.

I myself do my own oil changes. It provides me a sense of personal satisfaction and I know the job is done right. A good reputable mechanic will also do the job right. However, unfortunately sometimes a less than reputable mechanic or a quick-lube shop with inexperienced workers can cause more harm by doing the oil change incorrectly.

As a part of my business I operate a [YouTube channel](#) that allows me to educate people all over the world about vehicle maintenance and repair procedures that can be completed in your driveway, usually with no special tools. I recently had the opportunity to perform an oil change on one of

my preferred customer's vehicles and in doing so was able to film it and produce a step by step tutorial for changing the oil and filter in a [2011 Chevy Traverse](#).

I strongly encourage all my customers to use [Amsoil's Signature Series 100% Synthetic Motor Oil](#) in their vehicle. Guaranteed to last 1 year or 25,000 miles it protects their engine better than any other product on the market.

I personally, always plan on keeping my vehicles for at least 10 years. By using [Amsoil Signature Series](#), I am increasing the life of my engine by decreasing the amount of wear inside the engine. Less wear means less internal damage over the life of the vehicle. Don't be naïve though, any mechanical thing will have wear and will have parts that break but the more you can minimize the wear, the more you can maximize the life of each component.

Most oil companies (especially the "big oil" companies) will create their products with the ultimate

goal that it meets the minimum specifications set by the American Petroleum Institute (API). When Amsoil engineers their products they start at the minimum specifications and builds it specific to each application. You may be asking why, which is a great question. Most oil companies want to make as much money as possible so they make a cheaper product that will give them larger profit margins. On the other hand, the focus of Amsoil is to engineer the best quality product that provides the best possible protection, even if it means it will be more expensive than the "other guy" and may result in smaller profit margins. For Amsoil, it is more about reputation in the industry and providing customers with exceptional products than making a lot of money.

I hold the same values when it comes to my business. I would much rather help a customer understand the process to safely and correctly perform an oil change than to just sell them some oil and wish them good luck. Likewise, I routinely provide information and insight into repair and maintenance procedures for all types of equipment and vehicle applications. Additionally, if you ever have a question regarding application of a specific Amsoil product or need to know what oil you should use, call me. I will help you get the correct information. If I don't know off the top of my head I have a network of experts that are always willing to help.



The Altrum Minute

Altrum Women's Multi

- With Evening Primrose, Cranberry, Green Tea, & CoQ10
- Gentler and Easier to Swallow & Absorb

ALTRUM Women's Multi provides vitamins A, C, D and E, along with several B vitamins, minerals, such as calcium and magnesium, and more.

We've added evening primrose, cranberry, green tea and CoQ10 to further enhance this new formula. ALTRUM Woman's multi-vitamin softgels are easier to swallow and are formulated for better GI tolerability.

Multis

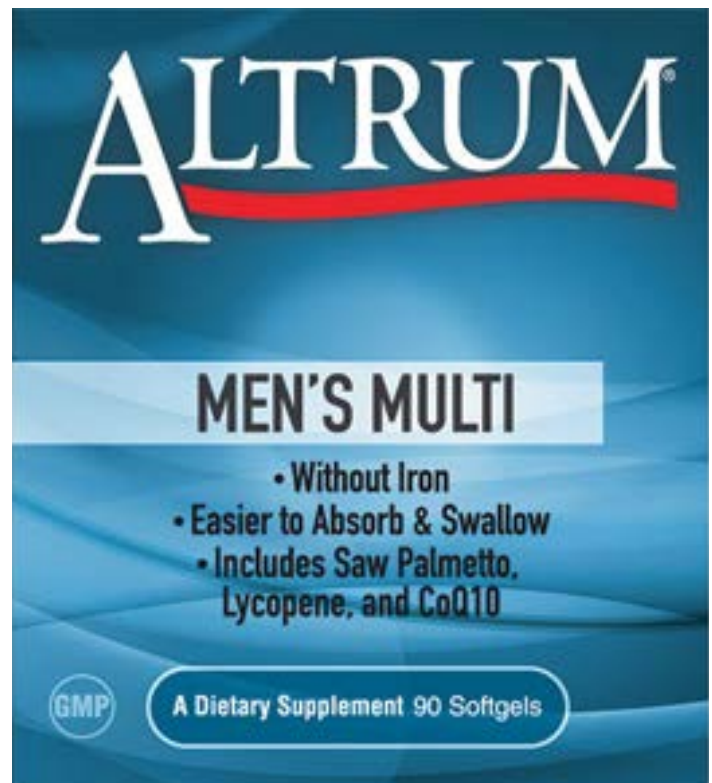
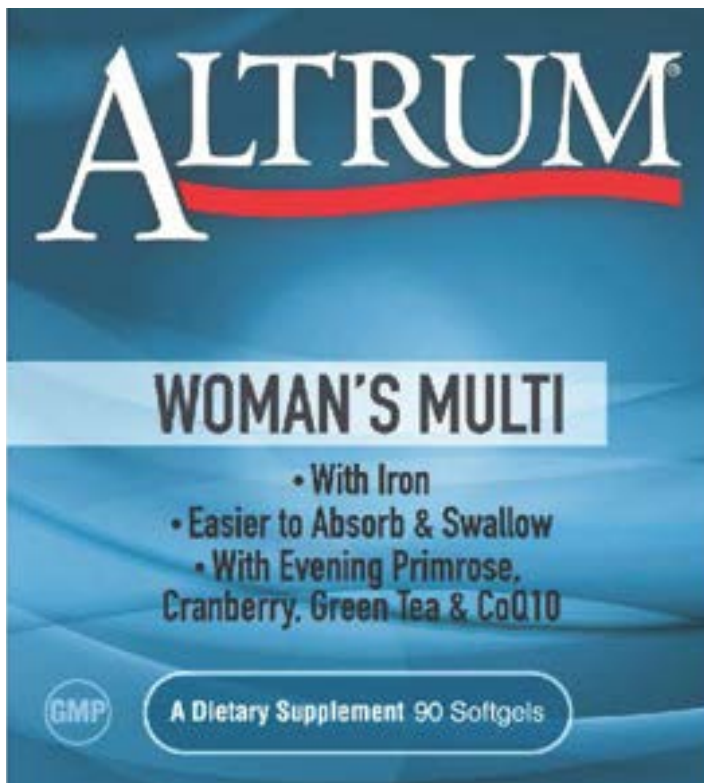
I maintain a fairly active lifestyle. I have a job that requires me to stand and move around 90% of the day. I walk three miles with my wife five days a week and jog three miles with her the other two days. I make an attempt to eat healthy foods and don't drink or smoke. In general I would classify myself as "healthy." Unfortunately, even with doing all these things I am still missing important components to help me stay healthy. My health can benefit from supplementing what I do with Altrum Multis. It is a simple, affordable way to ensure that I am keeping on top of life.

Altrum Men's Multi

- With Evening Primrose, Cranberry, Green Tea, & CoQ10
- Gentler and Easier to Swallow & Absorb

ALTRUM Men's Multi-vitamin softgels are easy to swallow and are formulated to be easy on your stomach.

Natural color variation may occur in this product.



[Learn more at AltrumOnline.com](http://AltrumOnline.com)

Shop Talk...

with Dr. Jonathan D. Olson, EdD
ZO #10458

As many of you may know, I teach high school shop classes in addition to operating my [Amsoil Dealership](#) and [YouTube Channel](#). Over the last couple weeks I have been holding a continuing classroom discussion on how to select the correct motor oil for an engine and if it is okay to use motor oil different from what the manufacturer recommends. My students now know and understand the basics of the Magnuson-Moss Warranty Act of 1975 and understand that as consumers we can choose to utilize aftermarket parts and lubricants that we want to use, pending they still meet the performance requirements. Additionally, if a part were to fail, the manufacturer cannot automatically void the warranty because you used a different brand name product that what was recommended. Furthermore, if the manufacturer doesn't want to honor the warranty it is the responsibility of the manufacturer to prove that the aftermarket part or lubricant caused the failure.

It is comforting to know that as a consumer I can choose a better quality product without the fear of retribution from the manufacturer because I want my engine components to last as long as possible.

If you are interesting on learning more, follow the link below.

[Runs on Freedom](#)

Dealer's Zone...By Don Olson, ZO #4901

Vitamin C

The Long and the short of [Vitamin C](#). The short – Your body needs it every day. Your body cannot produce [Vitamin C](#). The long of it – I don't have time or space to give you the long of it in this article.

Beneficial Effects:

The primary function of [vitamin C](#) is the manufacture of collagen, the main protein substance of the human body. Specifically, [vitamin C](#) aids the joining of a portion of a molecule of the amino acid proline to form hydroxyproline. The result is a very stable collagen structure. Since collagen is such an important protein for the structures that hold our bodies together (connective tissue, cartilage, tendons, etcetera), [vitamin C](#) is vital for wound repair, healthy gums, and the prevention of easy bruising.

In addition to its role in collagen metabolism, [vitamin C](#) is also critical to immune function, the manufacture of certain nerve transmitting substances and hormones, carnitine synthesis, and the absorption and utilization of other nutritional factors. [Vitamin C](#) is also a very important nutritional antioxidant.

“Encyclopedia of Nutritional Supplements” by Michael T. Murray, N.D.

AMSOIL's Nutritional division [www.altrumonline.com](#) features a newly formulated and up to date [Vitamin C](#) supplement (Product

Code: ALVC). Product name: C-500 Plus).

Suggested usage is 1 to 3 Capsules a day.

[Vitamin C](#) is a water-soluble nutrient well known for its vital role in the immune system. [Vitamin C](#) is also necessary for the production of collagen (a structural protein in connective tissue) and is therefore important for skin, bone, and joint health. [Vitamin C](#) is needed for amino acid metabolism, neurotransmitter synthesis, and the utilization of many nutrients such as folic acid and iron. It is also a highly effective antioxidant that can protect the body's cells and molecules from damage by free radicals and reactive oxygen molecules generated during normal metabolism and exposure to environmental stressors. This product supplies Calcium Ascorbate, a buffered form of [Vitamin C](#) that is bioavailable and nonacidic; it is enhanced with Bioflavonoids, which work synergistically with [Vitamin C](#).

For more information and for ordering online at [www.altrumonline.com](#). Log in using your AMSOIL Log-In and Password; combine with your AMSOIL order to get free shipping for your complete order.

