



Olson Marketing

Monthly

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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Concept Highlight: Diesel All-in-One Fuel Additive

Diesel All-In-One is specially engineered to provide exceptional all-season protection for a serious performance boost. One dose delivers outstanding detergency, improved lubricity, better cold flow and higher cetane.

Modern diesel engines run hot, raising the temperature of the fuel returned to the tank and causing carbonaceous deposits that collect in the fuel filter, plugging it and causing premature failure issues. AMSOIL Diesel All-In-One effectively protects against deposits, extending fuel filter life.

Benefits:

- * Cleans dirty injectors
- * Lubricates pumps and injectors to reduce wear
- * Extends fuel-filter life
- * Improves fuel economy up to 8%
- * Combats fuel-system corrosion
- * Prevents wax settling during storage
- * Lowers cold filter-plugging point (CFPP) by up to 40°F
- * Delivers maximum horsepower
- * Increases cetane up to 4 points
- * Safe for use in all diesel fuels, including biodiesel
- * Alcohol-free

What's Inside?

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Congratulations:

New Preferred Customer

David Delvecchio
Wading River, NY

Andrew Frankl
Bozeman, MT

Mike Stevens
Lincoln, NE

New Catalog Customers

Robert Milner
Portner, TX

Edgar Benitez
Visalia, CA

Anthony Styskal
Lincoln, NE

Gerald Dalum
Brownsville, TX

Herbert Quintanilla
Washington, DC

Amsoil Quickshots: Diesel All-in-One Fuel Additive



Overlooked Vehicle Maintenance Services

Change Transmission Fluid

Changing motor oil is the poster child for good vehicle maintenance, and for good reason. But many motorists forget about the transmission until it shifts hard, slips or fails altogether.

Rebuilding an automatic transmission can easily cost more than \$2,000. A flush and fluid change costs far less and can do wonders for maximizing transmission life and performance.

Even though some newer vehicles are equipped with “filled-for-life” transmissions, it typically means “filled for the life of the warranty” or “filled for the life of the fluid.”

Change Gear Lube

Too often your vehicle’s differential is out of sight, out of mind.

In addition, the ongoing towing-capacity war between the automakers has resulted in trucks that can practically tow a house. The differential gears and bearings through which all that power is routed, however, have largely remained unchanged.

Adding to the challenge, some automakers have reduced the amount of gear lube in the rear end to help cut drag and increase fuel economy.

For optimum differential life, make sure to change the gear lube periodically, especially if you tow or haul. Find out how often to change gear lube here.

Flush The Coolant System

Nearly 40 percent of engine failures can be attributed to cooling-system issues, yet your vehicle’s cooling system has probably gone untouched for years.

If sludge or slime have formed, they can plug the radiator, heater core or fluid passages, resulting in overheating and expensive repairs.

Plus, once the anti-corrosion additives have depleted, metal engine and cooling-system components become vulnerable and can fail.

Flushing your cooling system periodically and refill using a high-quality organic-acid antifreeze/coolant is a vital part of good vehicle maintenance.

Avoid the conventional “green” coolants found at most retailers and auto parts stores. They contain inorganic salts, such as nitrates, phosphates and silicates, that deplete quickly – typically in two years or less. Once depleted, they are the source of common cooling-system problems, like scale deposits and sludge/slime.

For these reasons, most vehicle manufacturers have moved away from inorganic salts for newer vehicles.

Change Brake Fluid

Over time, moisture can build-up in brake fluid, lowering its boiling point and causing the brakes

to feel spongy. The anti-corrosion additives also slowly deplete, leaving components vulnerable to rust and failure.

Change DOT 3 brake fluid every time you change brake pads to avoid moisture buildup and corrosion.

Power Steering Service

One of the most distinctive – and annoying – sounds your vehicle can make when something isn’t quite right is the high-pitched whine from the power steering pump.

A few different things can cause it, including air trapped in the system, pump wear or fluid that has broken down.

Like any other lubricant, power steering fluid accumulates wear material, moisture and other debris over time. The fluid also oxidizes and breaks down and, therefore, should be changed at prescribed intervals.

Doing so can help avoid costly and noisy problems down the road.

Clean The Fuel Injectors

Over time, performance-robbing deposits form on your engine’s fuel injectors, valves and in the combustion chamber. Today’s injectors are highly engineered to tight tolerances, and even minute deposits interfere with the spray pattern and reduce power and fuel economy.

The Altrum Minute

Want an inexpensive insurance policy against the common cold and other illnesses? Begin with a superior Multi-vitamin and mineral tablet each day. This will give your body the important nutrients it needs to assist in warding off illnesses.

If you are healthy, the multi will assist your body in functioning better. You might find your 'sluggishness' slowly goes away. That is, you will feel more energetic, more like the "yourself" that you remember.

If you have years of running your body down due to a lack of essential nutrients it may take a year or more to rebuild your body's internal systems. Your immune system is fed from your gut; the intestinal track. If your intestinal flora is 'out of sync', your whole body is out of sync. It will take some time to bring it around to a healthier 'atmosphere'.

The largest organ of our body is the skin. Yes, without proper nutrition (and water) as you grow older your skin will start to look less 'healthy'. Wrinkles, discoloration, and other skin diseases may show up unexpectedly.

You can start to heal that regimen by incorporating a natural (not synthetic) multi-vitamin/mineral tablet in your diet TODAY! Look at it as an investment in your future health and welfare.

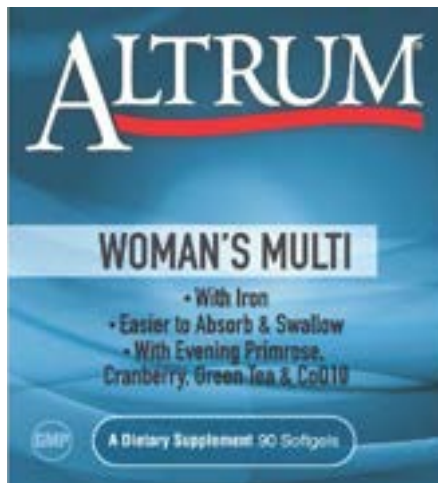
ALTRUM Women's Multi ALWM-EA

- 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 soft gels are easier to swallow and are formulated for better GI tolerability.

Natural color variation may occur in this product.

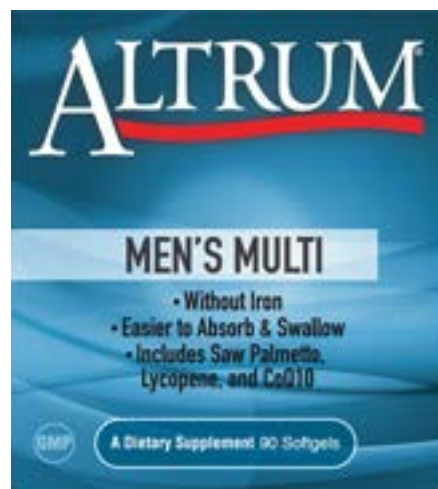


ALTRUM Men's Multi ALMM-EA

- With Saw Palmetto, Plant Sterols, Lycopene and CoQ10
- Gentle on your stomach, easy to swallow and absorb

ALTRUM Men's Multi-vitamin soft gels 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

I don't typically utilize my column of the newsletter to discuss aspects of the Amsoil business but I came across an Amsoil Quickshots video (see below) that I felt was a good snapshot of the inner workings of Amsoil from the business perspective.

There is an opportunity to make money with Amsoil, specifically if you currently use the products and understand that Amsoil develops premium quality products that supercede other manufacturers. It is not a get rich quick scheme but rather a legitimate business opportunity that can be developed based upon your specific skill set. One of the keys to this business is educating people about the vital importance of using quality lubricants and other fluids to ensure their equipment is protected. Those that truly believe and understand that concept have the potential to be very successful.

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

News from Amsoil

Price Adjustment Effective April 1

We are implementing a minimal price adjustment on select products in the U.S. and Canada effective April 1, 2020. Most products are unaffected. Those that are will increase an average of 2 percent. Commissions will be adjusted accordingly.

Affected Products

[Signature Series 5W-20 Synthetic Motor Oil](#)

[Signature Series 5W-30 Synthetic Motor Oil](#)

[Signature Series 10W-30 Synthetic Motor Oil](#)

[V-Twin Oil Change Kit](#)

[Synthetic Chaincase & Gear Oil](#)

[Synthetic Polymeric Truck, Chassis and Equipment Grease NLGI #1](#)

[Synthetic Polymeric Truck, Chassis and Equipment Grease NLGI #2](#)

[Synthetic Multi-Purpose Grease](#)

[X-Treme Synthetic Food Grade Grease](#)

[Arctic Synthetic Grease](#)

[High-Viscosity Lithium-Complex Synthetic Grease](#)

[Semi-Fluid 00 Synthetic EP Grease](#)

[Power Foam](#)

[Glass Cleaner](#)

[Metal Protector](#)

[Heavy-Duty Metal Protector](#)

[Brake and Parts Cleaner](#)

Amsoil Quickshots: Duplication



Why are We Adjusting Prices?

Raw materials, shipping, packaging and labor costs all continue to rise. While we have tried to limit the increase through increased efficiencies, we are forced to adjust prices to keep up with rising costs. As always, these adjustments are made as minimal as possible and with a sharp eye on our position within the market.

