

Olson Marketing

# Monthly

November 2020 - Issue #111

in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

## Product Highlight: Interceptor Synthetic 2-Stroke Oil

Two-stroke snowmobiles are meant to be ridden hard. Repeatedly pushing a machine to wide-open throttle during all-day, aggressive riding, however, takes its toll on the engine. INTERCEPTOR Synthetic 2-Stroke Oil is specifically designed for maximum performance in all makes of two-stroke snowmobiles, including Ski-Doo, Polaris and Arctic Cat, helping enthusiasts spend more time riding and less performing maintenance. It is compatible with nearly all other two-stroke oils, while its low-smoke, low-odor properties help ensure riders won't be "smoked out." INTERCEPTOR is engineered to be pushed as hard as the sleds it protects.



### What's Inside This Issue?

DOMINATOR Proves Itself Worthy.....	p. 2
INTERCEPTOR Field Trial Results.....	p. 2
Altrum Minute - Ultra Antioxidants .....	p. 3
About Fluid Analysis .....	p. 4
Oil Analyzers Test Kit .....	p. 4
Shop Talk with Dr. Olson.....	p. 5
Congratulations.....	p. 5



### **Dealer Contact**

#### Lincoln - Olson Marketing

Don & Peg Olson  
ZO Referral# 4901  
402-310-6414

<http://om.shopamsoil.com>  
lubedealerdon@gmail.com

#### Omaha - Insane Oil

Dr. Jonathan D. & Stacey L. Olson  
ZO Referral# 10458  
402-990-7940 (text or call)

<http://insaneoil.com>  
info@insaneoil.com

# Dominator Proves Itself Worthy

During the Pro Open final at the opening rounds of AMSOIL Championship Snocross, professional rider Lincoln Lemieux's Ski-Doo lost all its engine coolant after a hose clamp broke. Despite intense heat that melted the exhaust power valve covers, O-rings and gaskets, [AMSOIL DOMINATOR Synthetic 2-Stroke Racing Oil](#) protected Lemieux's engine so well, the team is able to reuse the engine after replacing the melted parts.



## INTERCEPTOR Field Trial Results

During the winter of 2015/16, [INTERCEPTOR](#) was tested in the three top makes of snowmobiles. Each sled was added to the rental fleet of a different outfitter in the Eagle River, Wis., area and placed into service. Following the season, the sleds were disassembled and examined for wear. Results reveal [INTERCEPTOR](#) prevented piston ring sticking and piston scuffing, (see below) while the exhaust power valves contained no abnormal deposit buildup and did not stick.

- Excellent for all two-stroke snowmobiles
- Prevents piston ring & exhaust power valve sticking
- Exceptional cold-temperature fluidity (-69°F [-56°C] pour point)
- Outstanding performance in DFI engines
- Protects against wear
- Low smoke and odor
- Helps prevent plug fouling

### APPLICATIONS

Use in all two-stroke snowmobiles, motorcycles, ATVs, PWCs and where API-TC and JASO FD oils are specified: Polaris\* -

BRP\*/Ski-Doo\* (Rotax\* E-TEC\* engines) – Arctic Cat\* – CTec2\* engines – Honda\* – Yamaha\* – Kawasaki\* – Suzuki\* – Direct-fuel-injected (DFI), electronic-fuel-injected (EFI) & carbureted engines

Use as injection oil or 50:1 pre-mix (2.6 oz. per U.S. gallon of gas). [INTERCEPTOR](#) is compatible with most conventional and synthetic two-stroke oils; however, for best performance, mixing oils should be minimized.

# Altrum Minute - Ultra Antioxidants

You may have heard a lot about antioxidants, but many people are unaware of exactly what they are or the important role they play in healthy bodily function. Antioxidants are man-made or natural molecules that work to prevent cell damage within the body. Without them, our immune system defense would be severely compromised and unable to ward off harmful atoms known as free radicals.

Free radicals are unstable molecules that can harm healthy cells, and they're constantly being formed within your body in response to harmful or intrusive

elements. They can be caused by several factors including pollution, cigarette smoke, alcohol intake, toxins, infections or high blood sugar levels. Free radicals need to be kept in check so they don't deter the growth and development of healthy cells, but they are also a necessary component to helping the body fight infection. Our bodies need to maintain a balance of both, but when free radicals outnumber antioxidants it can lead to oxidative stress. Prolonged oxidative stress can damage your DNA and lead to cell death. Studies have shown a link between damaged DNA and an increased risk of cancer, heart dis-

ease and other chronic conditions, so it's an important topic to keep in mind as you age.

Antioxidants play a critical role in neutralizing free radicals and the harm they can cause when levels become too high. Vitamin C, Vitamin E and flavonoids are among the most effective and are present in most plant extracts. The human body produces natural antioxidants, as do all whole foods of plant and animal origin.



~~Coming Soon~~ **IT'S HERE!**

## Ultra Antioxidants (ALUA)

Comprehensive blend of potent herb and fruit extracts is designed to deliver a broad spectrum of flavonoids with scientifically demonstrated free-radical scavenging activity.\* These herbs and fruits have been renowned throughout the world for centuries for their ability to maintain optimal well-being.\*

Natural color variation may occur in this product.



### Supplement Facts

Serving Size 2 Veg Capsules Servings Per Container 30

Amount Per Serving	
Green Tea Extract (Leaf) (min. 40% Catechins) (up to 16 mg of naturally occurring caffeine)	200 mg*
Milk Thistle Extract (Seed) (min. 80% Silymarin)	100 mg*
Turmeric Root Extract (min. 95% Curcuminoids)	100 mg*
Quercetin (from Quercetin Dihydrate)	100 mg*
Bromelain Extract (2400 GDU/g) (from Pineapple)	60 mg*
Rosemary (Rosmarinus officinalis) (Leaf)	50 mg*
Grape Seed Extract (Standardized for Polyphenols)	30 mg*
Ginkgo Biloba Extract (Leaf) (min. 24% Ginkgolivonoglycosides)	30 mg*
Ginger Root (Zingiber officinale)	30 mg*
Hamamelis Extract (Cotinus oleyocantha) (Leaf & Flower)	30 mg*
Cherry Powder	25 mg*
Bilberry Extract (Vaccinium myrtillus) (Fruit)	20 mg*

\* Daily Value not established.

Other ingredients: Cellulose (capsule), Rice Flour, Magnesium Stearate (vegetable source) and Silica.

Not manufactured with wheat, gluten, soy, milk, egg, fish, shellfish or tree nut ingredients. Produced in a GMP facility that processes other ingredients containing these allergens.

\*\*Please check with your physician when using prescription medications in combination with food supplements. \* At time of manufacture.

### Ultra Antioxidants

Stock#	Units
ALUA	EA (1) 60 ct.
ALUA	CA (12) 60 ct.

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

# About Fluid Analysis

Fluid analysis is a preventive maintenance tool that provides diagnostic testing designed to evaluate lubricant condition, component wear and contamination in mobile and industrial applications. Routine fluid analysis can detect lubricant or equipment issues before major problems develop.

The Oil Analyzers Fluid Analysis Program protects valuable equipment by providing solutions for lubrication concerns through accurate and easy-to-understand fluid analysis, timely reporting and an unparalleled commitment to personal, friendly customer service. Oil Analyzers work with fully equipped laboratories staffed by highly trained analysts and offers a complete line of oil analysis services to help you get the most from your lubricants and extend the life of your equipment.

## Oil Analyzers Test Kit, Postage Pre-Paid

AMSOIL provides oil analysis service options. By analyzing used engine oil, a qualified lab can detect mechanical problems your engine may have. Sold in single kits, cases of 50 and cases of 100. Use Unit of Measure drop-down at right to select quantity.



### Personalized Service

Oil Analyzers personalized reports are easy to understand and include recommendations so you know exactly what you should do to provide the best care for your equipment. In addition, Oil Analyzers customer service representatives are available by phone and email to answer questions.

### High-Quality Testing

Oil Analyzers Fluid Analysis is performed at independent ISO 17025 A2LA accredited testing laboratories. This is the highest level of quality attainable by a testing laboratory backed by the most stringent accrediting body in the industry. You can be confident that the results you receive are accurate, repeatable and traceable to a standard.

### Innovative Information Technology Solutions

Oil Analyzers online reporting software, HORIZON®, delivers your results almost immediately after sample processing is complete. The software's management reports take your fluid-analysis program to the next level by helping you manage your data and your program efficiently and effectively.

## Fluid Analysis Helps You Save Money



### Maximize Oil Drain Intervals

Monitoring the condition of the oil allows you to optimize drain intervals so that you can capitalize on the fluid's full service life. Performing fewer oil changes minimizes maintenance costs and maximizes uptime.



### Extend Equipment Life

Monitoring system cleanliness and filtration efficiency can help you keep your equipment longer and significantly reduce replacement costs.



### Prevent Major Problems

State-of-the-art fluid analysis identifies dirt, wear particles, fuel dilution, coolant and other contaminants that can cause catastrophic failure or significantly shorten equipment life.



### Maximize Asset Reliability

Testing and analysis ensure that equipment is up, running and making money.



### Increase Resale Value

Analysis results provide valuable sampling history documentation that easily justifies higher equipment resale values.

# Shop Talk...

with Dr. Jonathan D. Olson, EdD  
(Independent Amsoil Dealer #10458)

I hope you had a wonderful Thanksgiving this year. I am looking forward to the new opportunities that 2021 will bring. Hopefully we will see a sense of normalcy return and we can soon forget about the negative aspects of 2020 yet remember all of the positive opportunities that we have had.

Earlier this year I was provided an opportunity to restructure the wood's manufacturing program within one of our local high schools, which I accepted and have been enjoying the challenge for the last five months thus far. The biggest struggle in this specific type of situation is always the volume of equipment that needs repaired. Fortunately, I know a great company (Hint: Amsoil) that is all about preventative maintenance and extending the life of new and old equipment.

This year, I was also provided an opportunity to teach courses at the undergraduate and graduate levels through a local university and regional college.

My YouTube channel saw impressive growth and I always enjoy reading the positive comments about how my videos helped someone accomplish a repair or maintenance task on their vehicle.

Most importantly, this year has allowed me to spend more time with my family. I hope you had a happy Thanksgiving and I am looking forward to Christmas and beyond.

## Congratulations to NEW Amsoil Opportunists and Enthusiasts!

### Congratulations:

#### New Catalog Customers

Michael Bourque  
Val-D-'OR, QC

Bill Dubinski  
Seymour, TN

Isaac Terry  
Washington, UT

Jeffery Arcand  
Saint Petersburg, FL

James Tuccillo  
Grover Beach, CA

Augie Borges  
Reston, VA

Jose David Quijano  
Chester, PA

Tommy Wilson  
New Albany, MS

Duy Nguyen  
Saint Paul, MN

### Congratulations:

#### New Retail Locations

Choice Auto Repair  
Mayfield, NY



### Congratulations:

#### New Preferred Customers

Gerry Bohn  
Shelby Township, MI

Angel Ortega Guerra  
Lincoln, NE

Tamarie Ellingsen  
Snohomish, WA

Chris Perez  
Dawson Creek, BC

Hai Tran  
Lincoln, NE

Evan Wildsmith  
Marcus Hook, PA

### Congratulations:

#### New Commercial Account

Mark Glaser  
Spalding, NE

Niederhaus Refuse Inc.  
Lincoln, NE

Ray Lipsey, Inc.  
Lincoln, NE

### Congratulations:

#### New Dealer

Michael Glenn  
Rock Hill, SC

George Kirby  
Altus, OK