

Olson Marketing

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Your Amsoil Information News Source

New AMSOIL Products!

Motorcycle Octane Boost

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



AMSOIL Ea Heavy Duty 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. Ea Heavy-Duty filters offer AMSOIL quality at competitive prices.



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Congratulations!

Richard Rhoadarmer
New Preferred Customer

Chris Knaffle
New Preferred Customer

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Ask The Dealer

What is the difference between [motorcycle oil](#) and [automotive motor oils](#)?

The short answer is that oils are formulated for specific applications. Motorcycle engines and automotive engines function differently, and the lubricants that service them have different requirements.

Learn about the differences between motorcycle and automotive engines at right.

My lawn mower's manual specifies the use of SAE30 oil. I have been using conventional 10w30 oil for years. What is the difference and does AMSOIL have a lawnmower oil?

Many lawn mower manufacturers recommend SAE30 over 10w30 because 10w30 can be harder on the engine. Some manufacturers even state that the use of 10w30 may lead to an increase in oil consumption.

10w30 oil is designed for both winter and summer applications. Most people do not mow their lawns when the temperature is below 32 degrees so it does not benefit the average person to utilize a multi-viscosity oil.

[Amsoil 10W-30/SAE30 Synthetic Small Engine Oil](#) is designed for engines where SAE 10W-30 or SAE30 is specified. This includes both gasoline and diesel engines, transmissions, hydraulics, and chain cases.

Six primary differences between motorcycle and automotive engine applications:

- 1) Motorcycles operate at significantly higher operational speeds than automobiles, placing additional stress on engine components and increasing wear protection requirements.
- 2) Motorcycles operate with higher engine compression ratios than automobiles, placing additional stress on engine components and increasing operating temperatures.
- 3) Motorcycle engines produce nearly twice the horsepower per cubic inch of displacement as automobile engines.
- 4) Many motorcycles are air-cooled or use a combination air/oil design. Though effective, they result in greater operating temperature fluctuations, particularly in stop-and-go traffic.
- 5) Because the engine and transmission share a common sump, many motorcycles need a multi-functional fluid. Many motorcycles also incorporate a frictional clutch within the transmission that uses the same oil.
- 6) Motorcycles are typically used less frequently than automobiles. These extended periods of inactivity place additional stress on motorcycle oils. Rust and acid corrosion protection are critical.



Consumers Fight Back

Jiffy Lube International is the target of a \$5 million California class-action lawsuit for false and misleading advertising and unfair competitive practices related to its former 3,000-mile/three-month oil change interval recommendation.

The lawsuit alleges Jiffy Lube misled consumers and received "unjust enrichment" by recommending shorter oil change intervals than those recommended by vehicle manufacturers. The lawsuit asks that Jiffy Lube be barred from engaging in unlawful practices, including the use of "deceptive" and "misleading" window stickers. Jiffy Lube discontinued its 3,000-mile/three-month oil change interval recommendation in June 2011, urging motorists to instead follow vehicle manufacturer recommendations.

This is not the first time Jiffy Lube has been in trouble. Learn more by Google-ing "[Jiffy Lube Scams](#)." Your best defence is basic knowledge about your vehicle and preventative maintenance.

Boating Industry Recovers

New data from the National Marine Manufacturers Association (NMMA) reveals the beginning of a recovery for the boating industry. U.S. retail sales of recreational boats, accessories and marine services increased 6 percent in 2011, marking the industry's first retail sales increase since 2006. Boating participation also increased by 10 percent (to 34.8 percent of adults), marking its highest level since 1997.

The Altrum Minute

Dealer Norvel Willis of Harpers Ferry, WV started using [ALTRUM Joint Formula](#) when it was introduced in the late 1990s. Willis drove a tool truck route, delivering tools to area shops.

“I averaged 20 stops per day servicing the auto shops in the area,” he said. “Before using Joint Formula, my joints ached in the afternoon and evening runs because of the dozens of times I had to get up and down from my seat all morning. When I started taking the Joint Formula, along with [A.J.'s Ultra Multis](#), I noticed the discomfort left my knees and ankles.”

Willis also is a basketball referee. He makes sure to take Joint Formula a couple of hours before the game. “Those floors are hard,” Willis said. “I find I have a quicker recovery the morning after the game when I take Joint Formula.* It works for me. Joint Formula has brought big relief in recovering from stiffness which often occurred for me when getting up in the morning. Three cheers for Joint Formula.”

Willis has added other supplements through the years. He uses [Ultra Daily Enzymes](#), [Longevity Enzymes](#) and [Ultra Probiotics](#), and takes [Cold Season Zinc Lozenges](#) at the first sign of a cold as part of his personalized nutritional supplements plan.

Check out more at [AltrumOnline](#)



Grow with AgGrand

One Virginia farmer put [AG-GRAND Natural Fertilizer 4-3-3](#) to a rigorous test and was amazed by the results. Dealer Allen Lawrence, Centreville, VA, planted 28 acres of soybeans at the end of July, in a drought.

“There had been no rain in 28 days,” Lawrence said. He wanted to find out the difference between planting with chemical fertilizer and AGGRAND 4-3-3 Natural Fertilizer. The acreage he planted had grass growing in it, he said, but he went ahead and planted the soybeans one inch deep.

“The grass seeded before the soybeans were up,” Lawrence said.

He had sprayed the field earlier with AGGRAND 4-3-3, from a 55-gallon barrel. When he saw the grass seeding, he decided to spray a second time. “The soybeans just popped up,” Lawrence said. “I’ll be, they came up.”



All of the conditions – lack of moisture throughout the growing season and planting late – should have kept him from harvesting much on that land, he said. Typically, Lawrence harvests about 10 to 15 bushels an acre – when his fields are planted on time and there’s favorable weather conditions and enough water.

He harvested 368 bushels of soybeans from the 28-acre plot. “There was no way I was supposed to get any beans out of there,” he said. His neighbors were skeptical when he planted the soybeans, Lawrence said. They were amazed when they saw his results. I told them, “that’s AGGRAND dude, I’m tellin’ ya.”

“It’s unheard of,” Lawrence said. “Nobody goes off the conventional fertilizer. They trust it because they’ve been using it for so long.”

His great results with AGGRAND and the increasing costs of conventional fertilizers are factors in their decision, Lawrence said.

“The price of fertilizer has never been this high,” he said. “AGGRAND is actually cheaper. They’d save about \$10 an acre spraying with the AGGRAND.”



Check out more at:

[AgGrand.com](#)

Automotive Lingo:

Power Steering Pump

Power steering was designed to help drivers steer more easily when driving. A hydraulic power steering system will incorporate a power-steering pump that is connected to the engine by a belt wrapped around a pulley (the black round turney thing below).



An electronic power steering system, also called electronically assisted steering, will use an electric motor or motors instead of hydraulics to drive the steering mechanism. An ECU (shown below) will control the operation of the system. If the electronic system fails, the rack-and-pinion system continues to operate as unassisted steering.



Power steering pump replacement for my 2001 F-150 will run about \$300-\$400. The pump itself is less than \$50.

Don's Corner

with Don Olson

Why do I need a food based multi-vitamin/mineral food Supplement?

Each cell of your body's over a trillion cells must carry on life functions—as your body as a whole must carry on its life functions.

The nutrients you get in most foods you purchase at the store simply do not complete the full regimen of what your body needs to keep healthy.

This is due to depletion of micro-nutrients in the soils the foods are grown in, genetically engineered seeds, inorganic fertilizer residue and at times poor growing conditions.

A food based multi-vitamin/mineral food supplement blended and packaged utilizing GMP (Good Manufacturing Practices) will give you the nutrients and micro-nutrients that your body needs to carry on healthy life functions.

ALTRUM is one such food supplement you can depend on that uses food based nutrients in formulation grown under the best conditions without allowing pesticide residue being part of the formula.

ALTRUM Nutritional Supplements are manufactured in the U.S.A. under very strict conditions.

www.altrumonline.com

Shop Talk

with Jon Olson

Last month I talked about performing more extensive preventative maintenance in early summer. Remember the whole “stress-free” vacationing thing?

I have to admit that I have been putting off replacing the transmission fluid in my wife's car. She drives a 2008 Hyundai Elantra, which we had purchased new from the dealer. I perform monthly maintenance checks and noticed two months ago that the transmission fluid was no longer a bright red. It is beginning to show signs of its age.

The fluid is near 4 years old and has 29,000 miles on it. My analysis on the transmission fluid confirms that conventional transmission fluid should be changed every 30,000 miles for severe service (in-town driving).

I will be replacing the transmission fluid with [AMSOIL Synthetic Multi-Vehicle Transmission Fluid](#). I will also be changing the transmission fluid filter. Since I do not have access to a high dollar transmission fluid exchanger machine, I will be attempting to successfully complete the job using only my knowledge and ability to do research and a set of basic tools.

I have been asked by the other shop teacher I teach with to film the procedures so that we can utilize it as a resource in the classroom. If everything goes well, I will be posting the video on the internet and giving you the link. Either way, I will let you know how it goes.