

Olson Marketing

# Monthly

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in partnership with Insane Oil of Omaha

## Your Amsoil Information News Source

### Why Amsoil?

AMSOIL specializes in developing synthetic lubricants that offer innovative answers to the greatest challenges vehicles and equipment present. The extraordinary performance of AMSOIL synthetic lubricants in a range of markets – automotive, powersports, industrial, racing and more – has made our influence in the industry unmistakable and our brand highly respected. Our commitment to innovation has resulted in legions of brand-loyal customers.

AMSOIL founder and industry pioneer Al Amatuzio built his company on the same principles that defined his career as a jet fighter squadron commander –

excellence, integrity and strong leadership. In 1972, the breakthrough came. AMSOIL 10W-40 Synthetic Motor Oil, the result of years of research and inspired by aerospace technology, became the first synthetic motor oil in the world to meet American Petroleum Institute service requirements. It outperformed conventional oils on all counts, signaling a new age in lubrication science. Today, virtually every other motor oil manufacturer has recognized the superiority of synthetic lubricants and followed the AMSOIL lead with introductions of synthetic motor oils of their own. Accept no substitutes – AMSOIL is The First in Synthetics.



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#### Dealer Contact

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# Synthetic vs. Conventional Oil

## Differences begin at the molecular level

Although you might know that synthetic oils outperform conventional oils, you might not understand why.

Synthetics don't contain the impurities and molecular irregularities inherent to conventional oils. Synthetics' pure, uniform molecular structures impart properties that provide wear protection, extreme temperature performance and fuel efficiency conventional lubricants just can't touch – all of which helps you save money with vehicles that run better and last longer.



## Engine Protection

Only a microscopic film of oil separates metal surfaces in your engine from touching and causing wear. AMSOIL synthetic motor oils form a more durable fluid film than conventional oils due to their resilient base oils. They reduce wear and help you maximize engine life.



## Extreme Temperatures

### COLD

*36% Easier & Faster Cold Starts*

When the temperature drops, motor oils thicken and move slower, causing parts of your engine to remain unprotected for a short period of time. AMSOIL is more fluid at cold temperatures than the tested conventional oil, giving you 36% easier and faster cold starts.

This means it can reach vital components faster, providing more immediate engine protection and reduced wear.

### HOT

*5x Cleaner Engines in Hot Conditions*

Vehicle manufacturers are altering engine designs to keep pace with increasingly strict fuel economy standards, resulting in engines that run hotter than ever. The average operating temperature is up to 235°F, and even hotter under heavy loads. This heat can quickly break down oil, leading to oxidation, sludge and deposits.

Recent tests show AMSOIL keeps engines 81% cleaner (5 times cleaner) than conventional oil by better resisting the formation of deposits.



## Maximize Fuel Economy

The base oils used in conventional oils contain molecules of different sizes and weights as well as unwanted materials, like wax. This typically requires more energy to circulate throughout your engine, which can reduce fuel economy. Conversely, AMSOIL synthetic motor oils are formulated using molecularly uniform synthetic base oils that slip easily over one another and are free of unwanted materials. They help reduce energy lost to friction and maximize fuel economy.



## 38% Less Oil Consumption

If enough motor oil is consumed, eventually there may not be enough to reach all the complex parts of your engine, which can potentially cause damage. AMSOIL Signature Series 5W-30 showed 38% less oil consumption than the tested conventional oil, requiring less-frequent top-offs.

For more information visit: [Synthetic vs. Conventional](#)

# Shop Talk...

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

I am just too busy to even think about doing any type of maintenance on my car.

Have you ever heard that before? Or perhaps that is what you often think to yourself. In general, most people take their vehicles for granted. What I mean by that statement is that most people trust their vehicle to start and run without issue every time they turn the key (or push the start button).

Unfortunately, automobiles are mechanical innovations and anything mechanical means that there is moving parts. Whenever there are moving parts, they wear out and break. This can also be said for electronics and electrical systems.

Aside from the standard "fluid change" regiments two of the best preventative maintenance tactics are to use your eyes and ears. When you approach your vehicle, visually do a check to see if anything looks out of the ordinary. When you start your vehicle, listen to the way the engine sounds. As you are driving, notice things like windshield wiper blades that don't do a good job, or listen to squeaks that may occur when you are braking.

YouTube, the internet, Google, and vehicle repair manuals are the best resource to broaden your knowledge base with preventative maintenance and repairs. Of course having a reputable mechanic is a must as well.

## Congratulations to NEW Amsoil Opportunists and Enthusiasts!

### Congratulations:

#### New Preferred Customers

Lee Martinez  
Victoria, TX

James Ward  
Jamestown, RI

Austin Hubbell  
Fresno, CA

Carl and Cindy Franzen  
Eagle, NE

Doug Bartels  
De Witt, NE

James Williams  
Lincoln, NE

Justin Orem  
Lincoln, NE

Michael Trotta  
Vine Grove, KY

### Congratulations:

#### New Dealer

Matt Bonnet  
Silver City, IA

### Congratulations:

#### New Catalog Customers

Mercurio Ruvolo  
Rochester, MI

Todd Galvin  
Evanston, IL

Rachel Evans  
Bloomingrose, WV

Kent King  
Huntsville, AL



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