

Olson Marketing Monthly

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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Don't Be Afraid

With Halloween in the rear view mirror you might be sitting next to a pile of opened candy wrappers. Perhaps you are too dazed and confused from the mass quantities of sugar you just ingested. And perhaps you are now thinking about the volume of exercise that will be required to burn off those candy calories.

Might I suggest strolling over to AltrumOnline.com. Altrum was Established in 1985. The ALTRUM Division of AMSOIL INC. offers high quality nutritional supplements designed to maximize health and nutrition. ALTRUM provides the same excellence in health products that AMSOIL first established for lubricants in 1972.

The ALTRUM Division was founded on Al Amatuzio's unwavering belief that good nutrition and a healthy lifestyle are vital to success.

Now put down that Twix bar and click on this link:

www.altrumonline.com

From Hot To Cold

From the hot summer fading into the cooler, blustery fall, and the fall sinking into the darkness of the cold winter we find ourselves wondering, "Are my vehicles ready for the changing weather of winter?" "Will they start?" "Will they get too hot ... or too cold?"

IT'S TIME!!! Time to ensure your vehicles are ready for winter!

- Oil and Filter change?
- Fresh Coolant?
- Brakes & Brake fluid?
- Power Steering Howling?
- Front & Rear end differentials?
- Tires?
- Windshield Wipers?
- Washer fluid?
- Battery?
- Lights burned out.
- Belts & hoses?

Yes, this is a wakeup call!
Do it Yourselfers-Do it now!
Garage appointments- Do it Now!

Do it the BEST way you know how. AMSOIL!



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Amsoil From Bumper to Bumper

Simply the BEST lubrication you can use in your vehicle!

If you are not running AMSOIL from bumper to bumper in all your vehicles, you are looking forward to earlier breakdowns, poorer protection, lower gas mileage and a hotter running engines (heat is the enemy of the modern internal combustion engine!)

Preventive Maintenance is the key to a longer lasting vehicle and a much better performing vehicle.

Let's say you are frugal and want to save money, but you don't want to spend money and time going to your mechanic every 3 months for your maintenance. And, you certainly don't have the time, tools, and knowhow to do it yourself. Besides, its COLD outside.

AMSOIL saves you money and time in a year.

One oil and filter change might cost (in rounded dollars and cents) about \$35.00 plus \$25.00 for the Garage fee. \$60.00 if you are lucky. And that is every 3 months.

With AMSOIL you get one year between oil and filter changes (either 12,000 miles or 25,000 miles). And you will pay a little more for a premium product. However, even if it costs \$100 for the change, you don't do it two to four times a year. (\$100.00 instead of \$60.00 times two, three or four ... and you are using an inferior product (ask your engine about the difference!) (Isn't

it fun, making the appointment, dropping your car off and either waiting for it or going back to pick it up—how much time does that take?)

Remember, as a Preferred Customer, Dealer, Retail Account or Commercial Account, you save up to 25% plus other perks from AMSOIL!

I keep asking myself, "Why doesn't everyone use AMSOIL in all of their mechanical equipment? It's actually more economical. The answer is many people don't ask enough questions of their dealer. So, I challenge you, ask why AMSOIL is so much better!



AMSOIL
The First in Synthetics®

Christmas

AMSOIL Account Holder,

Once again, the Christmas season is screaming down the pike! If you haven't thought about this holiday season yet, start thinking. With all the distribution problems in the country and the lack of products, you might consider shopping AMSOIL for some of your giving this year!

Superior, Wisconsin is the manufacturing plant for most AMSOIL products. Some are manufactured off-site, but manufactured, packaged, and distributed in the United States of America. Remember also, that your AMSOIL dealer is a local small businessperson. Consider supporting small businesses in your area!

Following are some great products that are available to you for your family members, friends, and business associates.

All 100% synthetic oils (gasoline and diesel). All fuel additives are a perfect gift for the person that is hard to purchase for. AMSOIL oil filters are the best on the market! Excellent natural Food Supplements for keeping your body healthy!!!

Try this ... Is there a product, or several products, you have been wanting to use? Purchase them, wrap them, put them under the tree to YOU from Santa. When you open it act surprised!! It will confuse everyone and will be a great conversation gift!!

Do You Drive A Diesel?

Amsoil offers a full line of Diesel Products. If you drive a diesel, it is worth checking out.

Diesel All-in-One Fuel Additive
(Best-selling Diesel Additive)
<https://youtu.be/vqwfd0FpI2I>
(Video)

Data Sheet
<https://my.amsoil.com/Shared/Literature/?docid=212>

G3186 - Diesel Injector Clean
(ADF)
<https://my.amsoil.com/Shared/Literature/?docid=184>

G3188 - Diesel Cetane Boost
(ACB)
<https://my.amsoil.com/Shared/Literature/?docid=185>

G3526 - Diesel Cold Flow
(ADD)

<https://my.amsoil.com/Shared/Literature/?docid=213>

G3571 - Diesel Injector Clean +
Cetane Boost (ADS)

<https://my.amsoil.com/Shared/Literature/?docid=1781>

G2598 - Diesel Recovery (DRC)

<https://my.amsoil.com/Shared/Literature/?docid=155>

*AMSOIL Signature Series Max-Duty Synthetic Diesel Oil delivers 6X more wear protection**

G3467 - Signature Series Max-Duty Synthetic Diesel Oil (DHD/
DZF/DEO/DME/DTT)

<https://my.amsoil.com/Shared/Literature/?docid=208>

Best selling Diesel Oil for 2007 and earlier Diesels

G473 - Synthetic SAE 15W-40
Heavy Duty Diesel & Marine
Motor Oil (AME)

<https://my.amsoil.com/Shared/Literature/?docid=106>

Use in Gasoline or Diesel Engines

G1301 - Series 3000 5W-30
Synthetic Heavy-Duty Diesel &
Marine Motor Oil (HDD)

<https://my.amsoil.com/Shared/Literature/?docid=119>

Formulated to protect the efficient diesel power of American diesel pickups, vans, cars, and SUVs

G3713 - 100% Synthetic Diesel
Oil (DP20 & DP30)

<https://my.amsoil.com/Shared/Literature/?docid=2079>



Dealer's Zone...

By Don Olson, ZO #4901

October 2021 - Announcement

2021 Model Year Added to Powersports Product Guides

We recently added 2021 model-year vehicles and equipment to the powersports product guides at AMSOIL.com/AMSOIL.ca. Use the guides to find AMSOIL product recommendations for the following powersports applications:

- Motorcycles
- ATVs
- UTVs
- Outboard motors
- Snowmobiles
- Personal watercraft

With this update, our powersports guides provide recommendations for an additional 1,585 vehicle and equipment models, solidifying its status as the most comprehensive such guide in the industry. Unlike other guides, it also includes filter recommendations and, in many cases, sump capacities. In fact, most lubricant and filter companies don't offer a powersports product guide due to the increased cost and sheer amount of work required.



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Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Catalog Customers

Jian Tang
Inwood, NY

Brody Carpenter
Springfield, IL

Kevin Hall
Chester, VA

Dani White
Waterford, MI

Congratulations:

New Preferred Customers

Daniel Gallagher
Abington, PA

Brian Lothson
Dekalb, IL

Casey Andersen
Waxhaw, NC

Ryan Falter
Lincoln, NE

Charles Ervin
Springfield, TN

