

Olson Marketing

# Monthly

April 2022 - Issue #128

in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

## Product Highlight: Amsoil ATV/UTV Kits

Delivers upgraded performance for hard-working and performance ATVs and UTVs. Severe-service formulation allows riders to confidently push their machines to the limit. Advanced synthetic technology protects hot, high-revving engines against wear and resists oxidation to help prevent sludge and varnish. Flows quickly in the cold for quick starts. Wet-clutch compatible.

The AMSOIL ATV/UTV kits include the following:

- 2.5, 3.5 or 4 quarts (depending on the kit) of AMSOIL Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil
- 1 oil filter
- O-ring & washers

Kits include one oil filter with cellulose media that meets or exceeds Can-Am standards.



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### Dealer Contact

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# What is a 'Preferred Customer'?

Amsoil offers a Preferred Customer program that is designed for individuals that use Amsoil on an annual basis. If you spend more than \$100 on Amsoil in a 12-month time frame, it benefits you to register as a Preferred Customer.

Specifically, preferred customers receive the following benefits:

- Reduced pricing of up to 25% on every order.
- Free shipping on orders of \$100 or more. Shipping on orders of less than \$100 is a flat rate of \$9.99.
- Birthday gift of a \$5 coupon to help you celebrate your day.
- \$5 back coupon with every \$100 you spend.
- Exclusive offers throughout the year.
- Quarterly Amsoil magazine with the latest product detail, technical information and complete product catalog.
- Free membership renewal when you spend \$500 or more. Everything you purchase in your membership year will count towards the \$500 threshold. Membership will then be automatically extended by one year.

[Learn More](#)

About 40% of customers start and stay a Preferred Customer. Another 50% of customers are classified as Catalog Customers. These are customers that purchase products at full retail pricing. Most commonly, these are people just wanting to test out one or more Amsoil products. Catalog Customers do not receive the benefits that Preferred Customers do. Catalog Customers will typically then register as a Preferred Customer when they place a second order.

If you are currently a Catalog Customer and have placed more than one order within a 12-month time frame, it may benefit you greatly to get registered as a Preferred Customer and start saving up to 25% off of every order.

## [Learn More](#)

An additional 8% of customers fall into the category of Retail or Commercial Account. If you own a business that uses equipment or vehicles you may qualify as a Commercial Account. Commercial Account businesses could be a lawn service, construction company, Ride-share outfit, school, etc. Commercial Accounts will use Amsoil in their own equipment and, like Preferred Customers, receive special benefits over other types of account.

Contact Don or Jon (at right) to see if your business qualifies for a Commercial Account.

Retail accounts, on the other hand, are businesses that have physical storefronts that would like to carry Amsoil and sell it in a Retail setting.

The last type of account available is the Independent Amsoil Dealer. Dealers make up about 2% of Amsoil customers.

Much like Preferred, Retail, and Commercial Accounts, Dealers have exclusive benefits that other accounts do not have. Specifically, Dealers are provided the opportunity to start their own business and earn income by helping customers find the products their vehicles and equipment require. Most new dealers begin building their business as a part-time job for extra income. If you have an interest in this opportunity, contact Don or Jon (information below).



### **Dealer Contact**

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# What monthly checks should I do on my vehicle?

Your monthly checklist will take about 15 minutes (once you have done it a couple times).

## Fluids to Check

Coolant (Antifreeze)  
Engine Oil  
Power Steering Fluid  
Transmission Fluid  
Brake Fluid  
Windshield Washer Fluid  
Clutch Fluid (if equipped)

## Other Checks

Air Filter  
Accessory Belts  
Battery  
Tire Tread  
Tire Air Pressure  
Exterior Lights  
Interior Lights

I highly recommend to everyone I talk with to check your oil, at a minimum, once per month. I, myself, use Amsoil in all of my vehicles and run extended oil drains. This means I change my oil at the intervals recommended by Amsoil, not the intervals recommended by the manufacturer of the vehicle. I only change my oil once per year. My 2008 Hyundai Elantra has never 'used' oil throughout the entire year. We have owned this vehicle since it was brand new. No oil used ever.

On the other hand, we purchased a 2019 Jeep Compass brand new and I soon found out that the engine Jeep put in these vehicles is notorious for 'using' oil. Thus, it is necessary to check the oil each month to ensure the vehicle

doesn't end up using so much oil that you run out. More to come on oil consumption with our 2019 Jeep Compass next month.

My 2001 Ford F150 has increasingly used more oil each year that I own it. It is important that I regularly check as one month it will not seem to use any oil and the next month it will seem like it uses a ton. More to come on this in the upcoming months as well.

In general, vehicles will 'use' oil and in general, manufacturers will say that 'using oil' is 'normal'. On the other hand, Transmission fluid typically will remain the same level unless there is an issue where it is leaking. Power steering fluid falls into the same category as transmission fluid.

In contrast, as you use your brakes, the brake linings wear causing the brake caliper piston to compensate for the wearing of the

brake linings. This "opens more space" for the brake fluid to fill in the braking system thus lowering the level of brake fluid in your reservoir. If you are slightly low on brake fluid, it is typically a good indication that your brakes are getting worn. However, if you are having to add brake fluid regularly, it could mean there is a leak (and a potentially dangerous situation).

If you are in need of information on how to preform any of these checks, my first recommendation is to go to YouTube and see if there is a video. If you strike out on YouTube, feel free to contact me and I will get you the information that you need.

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# Dealer Zone...

By Don Olson, ZO #4901

## What does an oil life monitor track?

Honestly, oil-life monitor is a poor description for these systems. A better name is oil life estimator. They do not monitor any direct physical or chemical property of oil; they only accumulate data from the vehicle's computer and predict how your driving habits and operating conditions have affected the oil's viscosity, total base number (a measure of remaining detergency), oxidation level and other factors.

Since the OLM can't measure these key properties like a chemist in a lab would measure them, how can it know when the oil has, for example, only 10 percent life remaining? It can't – it simply estimates oil life based on an algorithm.

Oil life monitors track climate, driving habits and other conditions. The algorithm calculates mileage, idle time, engine temperatures, trip times, engine loads, and ignition starts and stops. It then establishes an oil change interval as low as 3,000 miles (4,800 km) and all the way up to 10,000 miles (16,000 km) and more depending on severity of conditions.

In general, oil life monitor systems are fairly good, but is just a calculated guess as to the true health of the oil.

[Learn More](#)

# Congratulations to NEW Amsoil Opportunists and Enthusiasts!

## Congratulations:

### New Catalog Customers

Ashdonn Nolte  
Lincoln, NE

Cathy Sloan  
West Blocton, AL

Michael Montgomery  
Green Springs, OH

Kyle Franxman  
Verona, KY

Duane Webber  
Truro, NS

David Hoover  
Snow Shoe, PA

John Styrczula  
Homer Glen, IL

Philip Blaylock  
Madison, MS

## Congratulations:

### New Preferred Customers

Juan Lopez  
Omaha, NE

Jinno Hilario  
Chicago, IL

Jose Martinez  
Council Bluffs, IA

Robert Fitzgibbons  
Elkhorn, NE

Rick Hein  
Lincoln, NE

Ibis Quintero  
Lincoln, NE

Ethan Scott  
Braintree, MA

Jalen Wright  
Syracuse, NY

Gary Buck  
Eagle, NE

Chad Reeves  
Auburn, NE

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