

Olson Marketing Monthly

August 2012 - Issue #12

Your Amsoil Information News Source

Business Use Registrations

The Retail on the Shelf (ROTS) Program is offered to business owners with a store front that purchases at wholesale and sells at retail. Call Don or Jon for a short phone interview to see if you qualify. No registration fee cost to you.

If your company installs AMSOIL products also, you will be registered as a ROTS/INSTALLER and with a qualifying purchase receive advertising information as well as pop-up information (address, phone, hours of operation) when anyone goes to the AMSOIL website and looks for an installer in your area.

The Commercial Account Program offers wholesale purchasing to farmers, small businesses, independent truckers, fleet operators, landscaping companies, golf courses, etc. You purchase at wholesale and use the products for the equipments your company owns and operates.

In either case, you only purchase what you want, when you want it and in the quantity you want. It will be delivered directly to your door (no P.O. Boxes).

Dealerships are available also. Please contact Don or Jon (pink box in the third column) for more information on any available opportunities. (Or register online at www.amsoil.com using one of our ZO numbers.)



3 Ways to become Preferred Customers

#1 - Contact Jon or Don for more information (information at right)

#2 - Register through AMSOIL, INC. at 1-800-956-5695 between 7 a.m. and 5 p.m. Central Time, M - F

#3 - Log on to www.lubedealer.com/donolson or www.amsoil.com using one of our referral numbers (ZO#).

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Congratulations! New Preferred Customers

Dan Krause
Colorado Springs, CO

Allen Weyers
Lincoln, NE

Martin Moody
Lincoln, NE

Dealer Contact

Lincoln

Don & Peg Olson
ZO# 10458
402-489-3930

lubedealer.com/donolson
diolson@windstream.net

Omaha

Jon & Stacey Olson
ZO# 1983724
402-990-7940

teacherjon@gmail.com

Shop Talk with Jon Olson

Last month I briefly discussed my plans for replacing the transmission fluid in my wife's 2008 Hyundai Elantra. The results from the DIY automatic transmission fluid replacement were a success.

When I am grading my students, during an automotive lab activity, I let them know that 50% of their grade is driving their vehicle into the shop at the beginning of the day and the other 50% is being able to drive it back out after they have completed the activity. After completing the DIY automatic transmission fluid replacement, I was able to successfully drive my vehicle back out at the end of the day.

As I noted in last month's column, I was asked by the other shop teacher to film the procedures so that we can utilize the video as a resource in our transmission maintenance and service unit. The current video that we use is from the 1980's and has a guy with goofy clothes and a funny haircut. Not to say that I am any more stylish.

Nonetheless, I put together a 15 minute video that walks through the entire process for flushing the transmission, replacing the transmission filter, and replacing the fluid in the pan, oil cooler, and the torque converter.

I wanted to take some time and provide some additional information that I learned through this process. Hopefully you will learn something as well.

The products used are:

[AMSOIL Engine and Transmission Flush](#)

[AMSOIL Synthetic Multi-Vehicle Transmission Fluid](#)

The video can be viewed at:

<http://www.youtube.com/watch?v=9Ly6cbbKa9A>

Prior to completing the job I did some research online to fully understand the procedures.

The use of Amsoil Engine and Transmission Flush requires you to change the transmission filter. This was something I was planning on doing anyway. The problem was that all the local auto parts stores do not carry the 2008 Hyundai Elantra transmission filter, nor is it listed as an option on Amsoil's website. I was able to locate a filter through Amazon.com.

Since the vehicle is only 4 years old, my next dilemma was to find the torque specs for the transmission pan bolts. Due to the young age of the vehicle, there is not a repair manual out on the market and since removal of the transmission pan is required to replace the filter, I needed to know how tight to tighten the bolts once I replaced the filter. I contacted the dealership to inquiry about the torque specs and the mechanic I talked with basically scolded me for even thinking about removing the transmission pan during a transmission fluid replacement job. He educated me on Hyundai's required procedures for flushing the transmission system. The me-

chanic informed me that Hyundai performs a reverse flush of the system to extract the old fluid. I asked about the transmission filter and the mechanic said that the reverse flush cleans the filter in the process. Again he emphasized that Hyundai never removes the pan.

After doing some research of my own, I found out that reverse flushing the system means that they hook up a machine and blow high pressured transmission fluid the wrong way through the system. This will in turn "clean" the filter. In other words, all the foreign particles and contaminants that the filter has caught are now being pushed back through the transmission in the reverse direction. Some people online have posted that they have experienced transmission failure and other problems after the reverse flush procedure has been done.

In addition, there are magnets in the transmission pan that catch metallic particles in the transmission. The reverse flush procedure does not clean the magnets.

I am not a Certified Hyundai Mechanic but based upon my research, the reverse flush method is not the ideal method for ensuring a clean and smooth running transmission. However, I can see the benefit of performing the reverse flush procedure being speed.

I was able to contact the manufacturer of the transmission filter who provided me with the torque specs for the transmission pan bolts.

The Altrum Minute

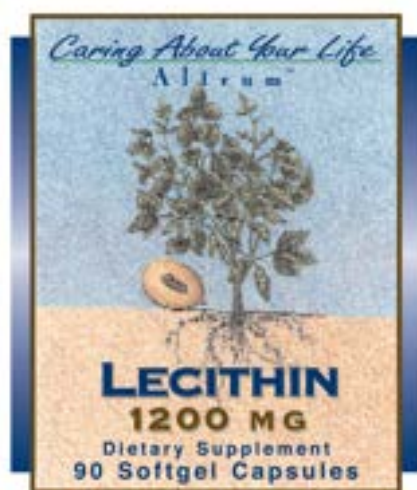
Superfood Lecithin

Lecithin is important for the structure of every living cell in the human body.

[ALTRUM Superfood Lecithin](#) (VB075) provides 1200 mg of soy lecithin in each capsule.

- Lecithin is essential for brain function. It helps to metabolize fats.
- It is an excellent source of choline, which can assist in weight control and keep cell membranes healthy.
- Inositol in lecithin aids in efficient conversion of nutrients into energy and helps maintain metabolism.
- Linoleic acid, another component of lecithin, is an omega 6 essential polyunsaturated fatty acid that forms the lipid component of all cell membranes in the body. Its deficiency may result in symptoms such as hair loss, dry hair and poor wound healing.

To learn more log on to:
AltrumOnline.com



Grow with AgGrand

AGGRAND [Natural Liquid Bonemeal](#) 0-12-0 (NBM) is a concentrated liquid formula containing readily available phosphorus (P) recommended for application during transplanting of vegetable and flower starts, and planting of bulbs and seeds. It promotes root development for faster-growing, healthier plants. With AGGRAND Natural Liquid Bonemeal, carrots and potatoes increase in size and root/tuber quality, while bulbs produce more and bigger flowers and can be split more frequently. AGGRAND Natural Liquid Bonemeal is the ideal product for those seeking a natural fertilizer that demonstrates superior results.

Fast/Slow Release Phosphorus

Phosphorus aids in plant establishment and the increased production of blooms and yields of high-quality flowers and fruit. However, many standard bonemeal preparations can take years to break down, confining the phosphorus in the soil in an unavailable form. AGGRAND Natural Liquid Bonemeal is made from bone phosphate that is ground more finely than that used in competing fertilizers, providing fast- and slow-release phosphorus. This allows AGGRAND Natural Liquid Bonemeal to become available to plants in a much shorter period and spread more deeply into the plant root zone more quickly than coarser products.

The fast-release phosphorus in AGGRAND Natural Liquid Bonemeal makes it an excellent foliar feed application for trees,

flowers, vegetables and crops that require extra phosphorus during early bud formation and fruit enlargement. Applied as a starter fertilizer, it offers readily available phosphorus during early plant development, with more becoming available throughout the growing season.

- Readily usable source of phosphorus (P) and calcium (C)
- Slow-release formula feeds plants throughout the growing season
- Perfect for all bulbs and transplants
- Outstanding performance on root and fruit crops
- Ideal for flowers
- Convenient liquid concentrate
- Can be mixed with other AGGRAND products for easy application

Applications Include:

Beans
Berries
Cabbage
Cotton
Cucumbers
Field Tomatoes (Shown Below)
Flowers
Garlic
Golf Courses
Greenhouse Tomatoes
Lawns
Potatoes



AMSOIL ATF Testimonial

Preferred Customer Baxter (Dale) Rogers of Heyworth, Ill. saved himself the cost of a new transmission by using [AMSOIL Automatic Transmission Fluid](#).

Rogers owns a 2004 Saturn Vue that sat idle for several months last year. When he began driving it again, he noticed a fluctuation in the rpm at lower speeds.

He took the vehicle to a Chevy dealership, where he was told he needed a new transmission. "The cost would have been around \$2,800," Rogers said. "I went for a second opinion at a transmission shop, and they told me the same thing except I also needed a torque converter, which would be an additional \$500 to \$800."

A third opinion, from a friend who does Rogers' automotive work, was that the fluid needed changing. The Vue has a Honda transmission. The mechanic checked with a Honda representative, who recommended Honda transmission fluid or AMSOIL Automatic Transmission Fluid, Rogers said.

"I told my friend I would get the fluid because I am an AMSOIL Preferred Customer. I bought the AMSOIL Multi-Vehicle Transmission Fluid and he installed it," Rogers said. "I have saved so much money using AMSOIL products, I am overwhelmed."

"The Vue now has more than 124,000 miles and is running fine," Rogers said. "AMSOIL ATF saved the day and saved me more than \$2,700. AMSOIL products are great. I'm a happy customer and enjoy reading the AMSOIL Magazine I receive as a preferred customer, to keep up-to-date on AMSOIL products and the company."

In addition to the Saturn Vue, Rogers owns a 2010 Dodge Caravan and a motorhome. He uses AMSOIL synthetic motor oil along with AMSOIL ATF in those vehicles.

"When I go to Texas for the winter in my motorhome, and flat tow my Vue, I have no worry about the proper lubrication of my engines."



Don's Corner

with Don Olson

Have you thought about your retirement lately? Building an AMSOIL dealership takes some time and work, but pays off handsomely for another 'stream of income' in your retirement years.

Of course some people want to have their own independent business now but just can't afford it. With an AMSOIL dealership you don't have to stock any products. You have all the benefits of owning your own business and the best American made lubricants available.

The cost is well under \$100 to register your dealership and obtain a business manual. Great training is free, however, AMSOIL University (once a year in the spring) is an event you will remember and draw upon the rest of your life. You will learn all the basics needed to run a successful business ... make new friends and have fun also.

Call or email me for more information.

Remember, I would appreciate it if you would freely pass this newsletter on to everyone on your mailing list.

Preferred Customers Save

Preferred Customers purchase AMSOIL products at wholesale cost, which is approximately 25 percent less than suggested retail.

Preferred Customers pay the same low prices for AMSOIL products that AMSOIL Dealers pay.

[Click Here](#)

to learn more today.