

Olson Marketing Monthly

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in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

Product Highlight: AMSOIL Signature Series Diesel Oil

AMSOIL Signature Series Diesel Oil has been developed to protect the horsepower that diesel enthusiasts crave and extend the life of hard-working commercial equipment in the most severe conditions. Signature Series synthetic technology delivers max-duty protection in on- and off-road applications.

Key Benefits

-Delivers 6X more wear protection, delivering extra protection so you can push your diesel with peace of mind

-Provides long-lasting wear protection, keeping cylinder liners looking like new

-Delivers up to 60 percent better turbo cleanliness

-Withstands the extra demands you place on the turbo when pulling heavy loads or updating the tune for maximum horsepower

-Provides up to 2X better rust protection

What's Inside This Issue?

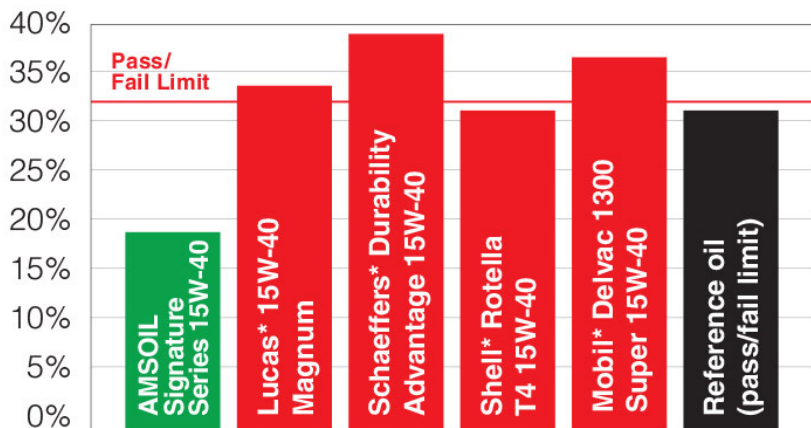
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NMMA FC-W RUST TEST
Lower Number = Less Wear



Dealer Contact

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Which AMSOIL Diesel Oil is Right for Me?

AMSOIL offers a full line of premium-quality synthetic diesel oils, but which AMSOIL diesel oil is right for your application?

If you are browsing the listing of Diesel Oils available through AMSOIL, you will notice that there are several categories, or specific types of Diesel Oil. They are as follows:

Signature Series Max-Duty

Heavy Duty Synthetic

Synthetic Diesel Oil

Synthetic European

Heavy-Duty Diesel and Marine

Series 3000

Premium Protection

Dominator

Perhaps you are new to AMSOIL, perhaps you just bought your first Diesel, or perhaps you weren't aware of so many choices and just want to be informed. Either way, I will be clarifying these different types/categories over the next couple pages. All oils engineered by Amsoil far exceed industry standards and provide exceptional protection for your engine. Over the next couple pages I am attempting to summarize a massive amount of data and specifications into the simplest version possible for you to get a basic snapshot of the differences between the various oils available.

Signature Series Max-Duty

Most people will utilize this in their Diesel Pickups and equipment. This is the number one utilized Diesel Oil product. It has the highest level of protection with the most robust additive package. Designed for extended-drain intervals.



Heavy Duty Synthetic

Designed for the price-conscious customers wanting to move up to AMSOIL quality. Designed for OEM-recommended drain intervals.



Synthetic Diesel Oil

Engineered for Smaller American diesel pickups, vans, cars and SUVs.



Synthetic European

Engineered for the specific demands of gasoline, diesel and hybrid European vehicles.



Which AMSOIL Diesel Oil is Right for Me?

Heavy Duty Diesel and Marine Synthetic

Recommended for applications specifying API CI-1+ and prior specifications.



Series 3000

Although it is discontinued, some supplies are still available. Recommended for applications specifying API CI-4+.



Premium Protection

Engineered for use in both gasoline and diesel engines. Ideal for applications where extra protection of a higher viscosity is desired. Often used in motor homes and older vehicles.



Dominator - Competition Diesel Oil

Engineered for high-horsepower diesel engines and engines used in competition settings.



Dominator - Racing Oil

Engineered specifically for racing and high-performance engines.



For the average person that has a Diesel pickup or equipment with a Diesel engine, you will typically be running either AMSOIL Signature Series Max-Duty or AMSOIL Heavy-Duty Synthetic.

However, if you are unsure or have any questions there are three options:

[Vehicle/Equipment
Lookup Guide](#)

Amsoil Technical
(715) 399-TECH (8324)

Contact your servicing
dealer (on page 1)

Dealer Zone...

By Don Olson, ZO #4901



For a limited time, purchases over \$75 are eligible for a free AMSOIL PopSocket with promo code CC0722FP

Promo Code: CC0722FP



Details

Black original PopSocket with full-color Runs on Freedom logo. Offers a secure grip and kickstand for the back of a cell phone or tablet so you can snap better photos or stand the device upright.

This offer is exclusive for Preferred Customers and online/catalog customers through July 10, 2022

Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Catalog Customers

Prasant Bai Reddy
Ashburn, VA

Kathy Kingcaid
Milwaukee, WI

Robert Buzzeo
Rocky Mount, VA

Mark Roberts
Calgary, AB

Johnson Thieu
La Puente, CA

Daniel Shimp
Pikesville, MD

Rodger Schuermann
Norman, OK

Adam Foster
Quincy, MI

Congratulations:

New Dealer

Lee Altmanshofer
Fremont, NE

Congratulations:

New Preferred Customers

Troy Bloomquist
Omaha, NE

John Jones
Mission, TX

Tony Calhoun
Hastings, NE

Robert Ervin
Omaha, NE

Mark Verbeck
Papillion, NE

Tyler Clarot
Duncan, BC

Russel Carter
Lincoln, NE

Dana Hobelman
Severance, CO

James Pearce
Cottontown, TN

Charles Geddings
Sumter, SC

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