

Olson Marketing

# Monthly

November 2022 - Issue #135

in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

## Program Highlight: Christmas Presents

Christmas is just around the corner and I am always struggling to think of gifts to give people. AMSOIL to the rescue. AMSOIL stocks a wide variety of apparel that make great gifts for both men and women. I recommend ordering early as current issues with UPS, FedEx, and USPS are causing shipping times to be slower than usual.



### What's Inside This Issue?

What is Hypoid Gear Oil?  
.....p. 2

What is Altrum  
.....p. 3

Shop Talk with Dr. Olson  
--New Promotion  
.....p. 4

Congratulations  
.....p. 4



### **Dealer Contact**

#### **Lincoln - Olson Marketing**

Don & Peg Olson  
ZO Referral# 4901  
402-310-6414

<http://om.shopamsoil.com>  
[lubedealerdon@gmail.com](mailto:lubedealerdon@gmail.com)

#### **Omaha - Insane Oil**

Dr. Jonathan D. & Stacey L. Olson  
ZO Referral# 10458  
402-990-7940 (text or call)

<http://insaneoil.com>  
[info@insaneoil.com](mailto:info@insaneoil.com)



# What is Hypoid Gear Oil? (And Other Gear Oil Questions Answered)

## What is hypoid gear oil?

Commonly found in axle differentials, hypoid gears are used to transmit power from the driveline to the axle shafts. They are basically spiral bevel gears, where the pinion engages below the centerline of the ring gear. This lowers the driveshaft away from the bottom of the vehicle.



Hypoid gear oil is formulated with extreme-pressure (EP) additives to protect and operate effectively with hypoid gears. [AMSOIL SEVERE GEAR® Synthetic Gear Lube](#) offers outstanding protection for hypoid gears.

## Can you mix synthetic and regular gear oil?

Yes, synthetic gear oil is generally compatible with conventional gear oil. Mixing synthetic and conventional gear oils may, however, shorten the oil's life expectancy and reduce its performance benefits. AMSOIL does not support extended drain intervals where oils have been mixed.

## Can you use regular automotive gear oil in a marine lower unit?

Yes, as long as it meets the specification in the owner's manual.

However, for the best protection, it is best to use a gear oil specifically formulated for marine lower unit applications.

Marine lower units are regularly exposed to water, and water contamination of gear oil increases the likelihood of foaming, which disrupts the oil film and leads to wear. Marine gear oils are specially designed to resist foaming and maintain performance when subjected to water contamination.

[AMSOIL Synthetic Marine Gear Lube](#) resists foaming and delivers advanced protection against power loss and gear wear, even with up to 15 percent water contamination.\*

\*Based upon AMSOIL testing of AMSOIL Synthetic Marine Gear Lube 75W-90 in ASTM 3233 and ASTM D892.

## What type/weight gear oil should I use?

For top protection and performance, it is best to consult your owner's manual for the manufacturer's recommendation. There, you will find both the specified viscosity (75W-90, 75W-140, etc.) and specification (API GL-4, API GL-5, API MT-1, etc.) recommended for your application. Almost all hypoid gear sets require GL-5 due to the need for significant extreme-pressure protection.

## How often should I change gear oil?

Consult your owner's manual or

the original equipment manufacturer (OEM) to establish your application's operation as either normal or severe, and follow the appropriate guidelines. AMSOIL synthetic gear lubes also provide both normal and severe-service drain interval recommendations, as well as the opportunity to save time and money through extended drain intervals.

## What's the best gear oil for my differential?

[AMSOIL SEVERE GEAR Synthetic Gear Lube](#) excels in protecting gears and bearings from the rigors of severe-service operation. By design, it resists breakdown from high heat, preventing acids and maintaining a barrier to prevent metal-to-metal contact while conditioning seals. Its wax-free construction also improves cold-flow properties, improving fuel economy and cold-weather performance.

- Superior film strength
- Controls thermal runaway
- Protects against rust and corrosion
- Helps reduce operating temperatures
- Maximum efficiency
- Long oil, seal and equipment life
- Flexible easy-pack for clean, fast installation



# What is Altrum?

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.

Amatuzio's drive for enhanced nutritional products and insistence on all natural, high-quality ingredients remain the driving force behind the ALTRUM Division. The same principles of high product quality and performance that apply to AMSOIL products also apply to the ALTRUM line.

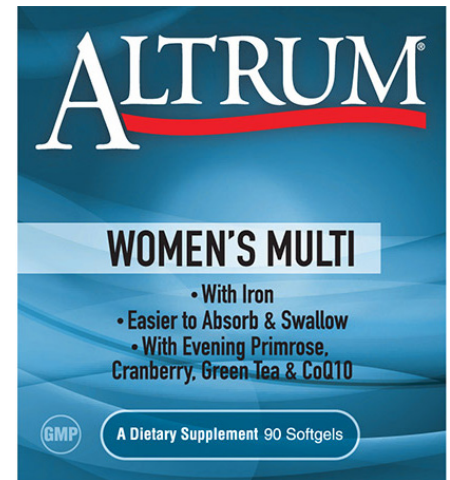
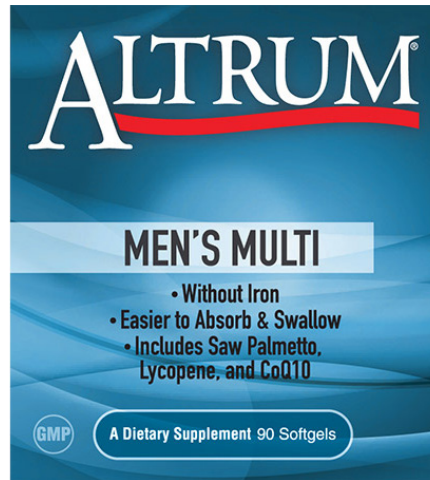
In today's world, many of us are not getting proper nutrition. High quality nutritional supplements can be one solution to help you

maintain or increase your quality of health. Much like your vehicle, keeping the engine healthy and tuned in requires care and the use of high quality products.

If you haven't tried Altrum or perhaps nutritional supplements are

new to you. I would recommend starting with a Multi-Vitamin Supplement.

ALTRUM Men's and Women's multi-vitamin soft-gels are easier to swallow and are formulated to be easy on your stomach.



## Shop Talk...

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

If you are a Preferred Customer or an Online/Catalog Customer, AMSOIL has just started a new promotion that runs from November 30th through December 13th, 2022

For a limited time, Preferred Customers and online/catalog customers receive one free bottle of P.i.® with their \$75 order when they use promo code:

### CC1222FPS

The promotion runs Nov. 30-Dec. 13, 2022.

Promotion: FREE P.i. Performance Improver with \$75 Purchase

Eligible Participants: Preferred Customers and online/catalog customers

Effective Dates: Nov. 30 – Dec. 13, 2022

Promo Code: CC1222FPS

**FREE**  
**P.i. Performance**  
**Improver**  
**with \$75 Order**

Promo Code:  
**CC1222FPS**

Nov. 30 - Dec. 13, 2022

**INDEPENDENT DEALER**

\*Exclusive offer for Preferred Customers and online/catalog customers. Exclusions apply.

## Congratulations to NEW Amsoil Opportunists and Enthusiasts!

### Congratulations:

#### New Catalog Customers

Brian Jackson  
Parker, CO

Marek Mucha  
Cape Coral, FL



### Dealer Contact

#### Lincoln - Olson Marketing

Don & Peg Olson  
ZO Referral# 4901  
402-310-6414  
<http://om.shopamsoil.com>  
lubedealerdon@gmail.com

#### Omaha - Insane Oil

Dr. Jonathan D. & Stacey L. Olson  
ZO Referral# 10458  
402-990-7940 (text or call)  
<http://insaneoil.com>  
info@insaneoil.com



### Congratulations:

#### New Preferred Customers

Oliver Dela Cruz  
Dallas, TX

Joshua Mulder  
Allendale, MI

Larry Pohlman  
Syracuse, NE

Shawn Tefft  
Stuart, FL

Ali Tahir  
Lincoln, NE

Juan Valencia  
Navasota, TX

Layton Moore  
Roca, NE

Lisa Schrodt  
Geneva, NE

Justin Seddon  
Mount Holly, NC

Thadious Thompson  
Mississauga, ON

### Congratulations:

#### New Commercial Account

Fox Flooring LLC  
Omaha, NE