

Olson Marketing Monthly

September 2012 - Issue #13

Your Amsoil Information News Source

According to the FTC...

The Magnuson-Moss Warranty Act makes it illegal for companies to void your warranty or deny coverage under the warranty simply because you used an aftermarket or recycled part.

By law, using AMSOIL synthetic lubricants in place of original equipment manufacturer (OEM) - branded lubricants or practicing extended drain intervals does not void new vehicle or equipment manufacturers' warranties.

If an OEM, dealership or mechanic says using AMSOIL synthetic lubricants in place of the OEM-branded lubricant or extending oil change intervals will void the vehicle or equipment warranty, obtain a written statement to that effect and send it to:

AMSOIL INC.
One AMSOIL Center
Superior, WI 54880

AMSOIL will contact the entity directly to resolve the situation. For more information contact AMSOIL Technical Services at:

tech@amsoil.com
or
(715) 399-TECH

Warranty Secure

For years, AMSOIL and its Dealers have actively addressed concerns over new vehicle and equipment warranties. As millions of satisfied AMSOIL customers know, using AMSOIL synthetic lubricants or practicing extended drain intervals do not void new vehicle or equipment warranties. In recent years, however, some original equipment manufacturers (OEMs) have attempted to revive old fears about warranty coverage in an attempt to increase sales of their own, typically more-expensive, OEM-branded oils.



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Congratulations!

New Preferred Customers

Gordon Schlechte
Utica, NE

Scott Whitney
Lincoln, NE

Chris Proctor
Lincoln, NE

Myron Schellhorn
Lincoln, NE

Robert Campbell
Tyndall AFB, FL

Randy Hartley
Lincoln, NE

Dealer Contact

Lincoln

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

lubedealer.com/donolson
lubedealerdon@gmail.com

Omaha

Jon & Stacey Olson
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402-990-7940

teacherjon@gmail.com

It's That Time Again

Its that time of year again. You should start thinking about the preventative tasks maintenance required before winter. Now I know it is only September but (at least where I live) it is not uncommon to get freezing temperatures and snow in October.

It is good practice to test your coolant to ensure it still has good freeze protection. By using Amsoil's [Antifreeze Test Strips](#) you can ensure an accurate reading of your coolant's quality.

Additionally, you will want to check your tread depth for all of your tires. See Picture.



Tires that have a tread depth of smaller than 2/32 of an inch are illegal and unsafe to drive on. You can actually get ticketed by the police if your tire tread is too worn.

Depending on the wear of your tires, you may also want to consider rotating your tires so that the tires with deeper tread depth are installed on the drive wheels. In other words, if you have a front wheel drive vehicle, put the newer tires on the front. This will help with traction in the snow.

Additionally, it is a good idea to have your brakes checked and your brake fluid bled or replaced. I use and recommend Amsoil's [Series 500 High-Performance DOT 3 Brake Fluid](#).

Interceptor 2-Stroke Oil

Two-stroke powersports equipment is meant to be ridden hard. Repeatedly pushing a machine to wide-open throttle during all-day, aggressive riding, however, takes its toll on the engine. [INTERCEPTOR Synthetic 2-Stroke Oil](#) is specifically designed for reliability and longevity in hard-ridden snowmobiles, dirt bikes, ATVs and PWCs, helping enthusiasts spend more time riding and less performing maintenance. Its low-smoke, low-odor properties help ensure riders won't be "smoked out." INTERCEPTOR is compatible with nearly all other two-stroke oils and is recommended for most makes and models of two-stroke powersports equipment. It's an oil engineered to be pushed as hard as the equipment it protects.



Product Update

Synthetic Power Steering Fluid Reformulated

[AMSOIL Synthetic Power Steering Fluid](#) (PSF) has been reformulated to provide improved wear protection and cold-temperature performance, and is recommended for an increased number of applications. Its durable synthetic formulation is designed to provide long, trouble-free service in most domestic and foreign passenger cars and light trucks.



Benefits:

- Reduces friction
- Resists heat for long fluid life
- Strong anti-wear protection
- Excellent high-temperature protection and low-temperature performance
- Helps seals remain soft to prevent leaks

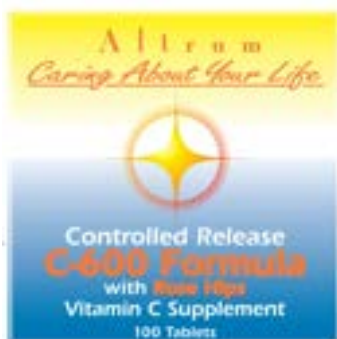
The Altrum Minute

Although [vitamin C](#) most often is associated with shortening the duration of the common cold, recent research indicates vitamin C offers much more. Research shows vitamin C can also help guard the body against complications associated with the common cold.

And even more recent science shows vitamin C has many functions in the human body and plays a role in overall health throughout the year.

“Vitamin C is such a vital supplement and yet it often gets overlooked by so many of us,” said Greg Sawyer, ALTRUM manager. “Vitamin C helps the body fight colds, infections, allergies and a host of other diseases. Its benefits are so far-reaching it has been called the “oil of life.”

Vitamin C, also known as ascorbic acid, is necessary for the growth, development and repair of all body tissues. It's involved in many body functions, including formation of collagen, absorption of iron, the immune system, wound healing and the maintenance of cartilage, bones and teeth.



Find out more at

AltrumOnline.com

Grow with AgGrand

If you ask David Chung what he does to make his apple trees so healthy and the fruit crisp, juicy and sweet, his cryptic answer is, “It’s the fishy.”

Chung is the owner of John’s Orchard, a family business in Tehachapi, Calif., a city in the mountains outside of Bakersfield.

“Farmers don’t share their secret ingredients with each other,” Chung said.

He grows and sells 10 varieties of Fuji apples. “Each kind has a great taste,” Chung said.

The secret to his success? [AG-GRAND® Liquid 4-3-3 Natural Fertilizer](#) and [Natural Kelp and Sulfate of Potash 0-0-8](#). Chung has been using AGGRAND products since the early 1990s. The products were recommended by his friend’s grandfather, another orchard grower who had been using AGGRAND for years. The friend became an AGGRAND Dealer and Chung started using AGGRAND and found it to be the best fertilizer for his orchards. “Immediately we noticed a world of difference,” he said.

Chung said monthly spraying begins in the spring and continues until September or October. He compares his trees to the same kind of trees in the orchard next to his.

“Within the first month our leaves are greener, healthier, fresher looking than the trees next door,” Chung said. “The quantity is about the same, but the quality is much better. It’s the taste and color – our apples are crispy with lots of flavor, and they’re juicy. Our apples have more taste than any other apples in the world.”

John’s Orchards customers have been exclusively organic food sellers in the past. “They would call every year and ask us to supply them,” Chung said.

Now the apples are sold at farmer’s markets as well. “Our apples are the tastiest at the farmer’s markets too.”

Find out more at

AGGRAND.COM



Automotive Lingo

Alternator

The alternator is an electrical generating device used to charge your battery and provide the necessary electrical requirements for various systems in your vehicle such as igniting fuel and powering lights, motors, and all other accessories.



When the car is running, a belt that is connected to the crankshaft rotates the alternator mechanism. Thus, when the engine is operating, the alternator produces electricity to recharge the battery and to stabilize the voltage in the electrical system. If the alternator fails, the battery can supply power for the car until it becomes discharged.

If I take my vehicle to a mechanic, alternator replacement will cost me around \$300. The actual cost for an alternator, for my truck, is about \$150. On most vehicles the alternator is located near the top of the engine and is relatively accessible.

If you are replacing your alternator, I would recommend replacing your serpentine belt at the same time.

Don's Corner

with Don Olson

It appears that more and more people are learning about AM-SOIL lubricants. Interest is growing and due to this Newsletter more people are realizing in order to keep their vehicles longer, in better condition and obtaining better performance from them more of you are changing to AM-SOIL and taking a closer look at when to change your lubricants.

Starting September 17, 2012 (Monday) evening at 7 p.m. until 8 or 8:30 p.m. I am going to begin holding weekly informational meetings regarding AM-SOIL products at my house. Seating is limited therefore I must know how many are going to show up. Please RSVP prior to arriving so I can accommodate everyone.

Also ... please note my new email address:

lubedealerdon@gmail.com

I've had some major technology changes in August and am still coming up to speed to learn new software and communications programs for my business.

With enough interest in the future one of the Monday evening meetings each month may be set aside strictly for dealer training.



Shop Talk

with Jon Olson

When I purchased my first truck I was well aware of the typical fluids that must be checked. Opening up the hood you have the transmission fluid, oil, coolant, power steering fluid, brake fluid, and battery electrolyte (on serviceable batteries). At the time, I wasn't familiar with the differential fluid or transfer case fluid. Nor was I aware that there was a front differential and rear differential

Many people overlook these fluids as a part of their regularly scheduled preventative maintenance and thus it is not uncommon to see gear failure in these systems.

This past summer I went through the process to replace my front differential fluid, rear differential fluid, and transfer case fluid. I also filmed the process so that I could use it in my classroom and make it available for you.

[Rear Differential Fluid Replacement](#)

[Front Differential Fluid Replacement](#)

[Transfer Case Fluid Replacement](#)

Although I do have access to an automotive lift, it is possible to perform these procedures safely in your driveway. You will need some basic tools, an automotive jack, two safety stands, and wheel chocks. Checkout Amsoil.com to find the lubricant specs for your vehicle.