

Olson Marketing

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Your Amsoil Information News Source

AMSOIL Adds a 10W30 to the OE Diesel Family

New AMSOIL OE 10W-30 Synthetic Diesel Oil (OEC) provides outstanding fuel economy benefits for applications requiring an SAE 30 or 10W-30 diesel oil. Like OE 15W-40 Synthetic Diesel Oil, it offers high-quality protection and performance for original equipment manufacturer (OEM)-recommended drain intervals at an initial price comparable with other standard-drain synthetic diesel oils.

OE 10W-30 Synthetic Diesel Oil is API CJ-4 licensed and suitable for modern and older, on- and off-road diesel applications. It is an excellent entry-level product for

customers who want to move up to synthetic quality, but won't pay a significantly higher price than they would for a conventional oil or aren't initially interested in extending their drain intervals.

Additional Benefits:

Meets Emissions System Requirements

Extreme-Temperature Performance

Resists Oil Consumption and Emissions

Controls Soot-Thickening and Wear



What's inside?

Steps for Effective Equipment Storage.....	p. 2
The Altrum Minute.....	p. 3
Grow with AgGrand.....	p. 3
Don's Corner.....	p. 4
Shop Talk with Jon.....	p. 4

Congratulations! New Preferred Customers

Andy Ackman
Palmyra, NE

Craig Nolting
Crete, NE

Docker Hartfield
Omaha, NE



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Steps for Effective Equipment Storage

Motorcycles

Wash and dry. Contaminants can corrode exterior surfaces, particularly chrome.

Change the oil and filter. AMSOIL Synthetic Oil is formulated with rust inhibitors for maximum protection during storage

Stabilize the fuel. AMSOIL Gasoline Stabilizer (AST) reduces the oxidation that occurs when fuel is stored for extended periods, improving performance, extending equipment life and decreasing maintenance expenses. If storing longer than three-four months, add Gasoline Stabilizer prior to the final outing of the season to ensure complete distribution throughout the fuel system. AMSOIL Quickshot® (AQS) also stabilizes fuel during short-term storage under four months. For maximum effectiveness, use Quickshot year-round.

Connect a float charger or remove the battery. Doing so maintains the battery's charge. Store the battery off the ground.

Raise and cover the bike.



Outboards

Stabilize the fuel prior to the final outing of the season; use Quickshot if storing less than four months.

Change the lower-unit gear lube. Water left in the lower unit can cause rust and corrosion on bearings, in addition to degrading seals. It's important to replace old fluid with fresh gear lube prior to storage. AMSOIL Synthetic Marine Gear Lube (AGM) provides excellent protection in lower units.

Fog the engine (if applicable). AMSOIL Engine Fogging Oil (FOG) provides superior film retention for long-term protection against corrosion and dry starts, helping extend engine life. Its all-position spray nozzle allows contents to be dispensed when the can is oriented at any angle, including upside down.

Change the oil and filter (if applicable). The oil accumulates acidic by-products throughout the season, which can harm seals and other engine components during storage unless drained. AMSOIL Formula 4-Stroke® Marine Synthetic Motor Oil (WCT, WCF) offers excellent wear protection and viscosity stability, low volatility and excellent low-temperature fluidity. It is certified to meet NMMA FC-W performance specifications and is recommended for virtually all makes of outboards.

Lawn & Garden Equipment

Stabilize the fuel prior to the final outing of the season; use Quickshot if storing less than four months.

Fog the engine (if applicable).

Change the oil and filter. AMSOIL Formula 4-Stroke Synthetic Small Engine Oil (ASE) provides superior protection in the hot-temperature, severe-service operating conditions of both gasoline- and diesel-fueled small engines.

Remove grass, mud and debris. Thoroughly clean surfaces and apply AMSOIL Metal Protector (AMP) to exposed blades and other metal surfaces to inhibit rust and corrosion.



For any questions please, contact Don or Jon Olson.

The Altrum Minute

Dealer Carol Eaton of Greene, Oklahoma City, Oklahoma has used [ALTRUM](#) supplements for a long time. Her favorite [ALTRUM](#) supplement has changed throughout the years right along with her nutritional needs. In the past, [Joint Formula](#) was her favorite when it helped her deal with discomfort in her knees, she said.

Green worked alongside her husband, Jack Greene, in their [AM-SOIL](#) business. "I hoist cases of oil around every day like they're 5-pound bags of sugar," Greene said. "Furthermore, I'm 78 years of age and still have absolutely no signs of arthritis. I attribute this good news to [Joint Formula](#)."

At one time, potential cataract surgery led her to add [Vision Power](#) to her [ALTRUM](#) nutritional supplements program. "I have continued taking a maintenance dose of three capsules of [Vision Power](#) daily," Greene said. "At my last checkup in May of this year, with the same doctor as before, there was no mention of cataract surgery."

Today her favorite [ALTRUM](#) supplement is [Nutritional Oils](#) which she takes to battle dry eyes with excessive tearing, itching, burning and stickiness. "I had tried different brands of eye drops and lubricating eye gels - no luck."

"I began taking the [Nutritional Oils](#)," Greene said. "What a blessed relief. Nor more dry eyes. It's wonderful."

Find out more at
AltrumOnline.com

Grow with AgGrand

Dealer Mark Reed of Julesburg, Colorado this season saved about \$26,000 using [AGGRAND Natural Liquid Fertilizers](#).

Until this past year, Reed used chemical fertilizers at a cost of about \$30,000 on 773 acres of hard, red winter wheat, commonly used for bread flours. He spent \$4,000 on [AGGRAND](#) fertilizers this year. "That's a cost of only \$5 an acre," Reed said. "It's a huge savings."

He started planting his wheat on September 15, finishing in late October. The planted rows were side dressed with [AGGRAND 4-3-3 Natural Liquid Fertilizer](#) and [AGGRAND 0-12-0 Natural Liquid Bonemeal](#). Reed mixed 40 gallons of [AGGRAND](#) to 1,000 gallons of water and applied the mixture at five gallons per acre.

"In the beginning of the season the wheat looked just as good as everyone else's," Reed said. Then he noticed the plants were healthier and the root system was better. "The better root system the better

the uptake of water and nutrients out of the ground. The plants are more sustainable and thrive better," he said. Reed was getting 32 seeds per wheat head compared to 28 seeds per head on his neighbor's crops.

Reed is a third-generation farmer who knows Mother Nature has the last say about crop yields. Northeast Colorado got hit with more than 30 inches of rain this last season, more than double the typical rainfall. "Eight major hailstorms came through here last year," Reed said. "We took a 40 percent loss. Some farmers got nothing."

Despite the extensive damage from the weather, he harvested between 21 and 31 bushels of wheat per acre, which is above average.

"It would have been up to 45 to 50 bushels an acre before the hail," he said. Although he suffered a big loss, Reed credits [AGGRAND](#) helping him to make it through a tough growing season.

Find out more at
AGGRAND.COM



Automotive Lingo

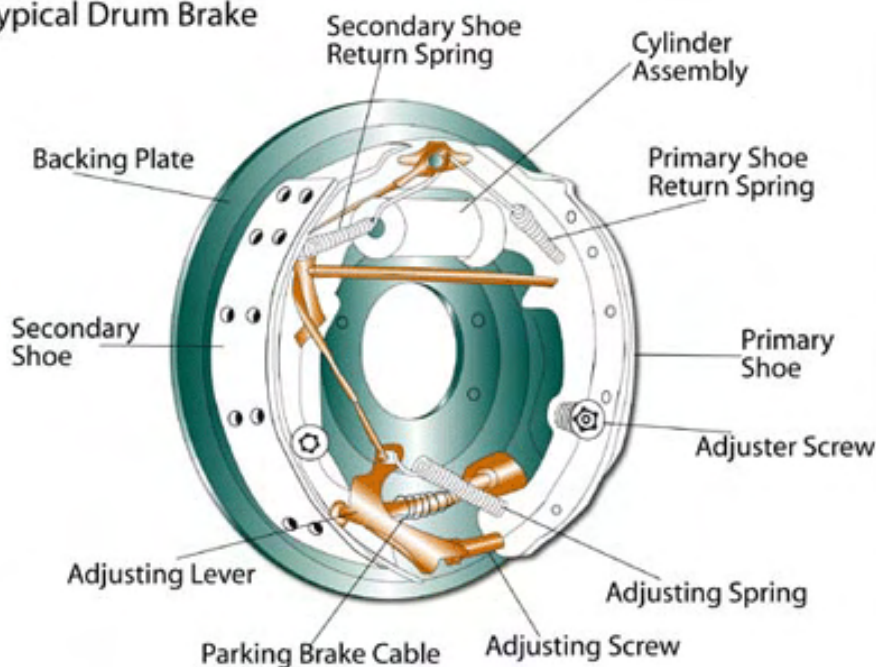
Drum Brakes

Drum Brakes are the oldest type of brakes still on the road. Their main advantage is that they require less hydraulic pressure to stop your vehicle because the brake shoes tend to screw themselves into the brake drums after the pistons in the wheel cylinders push them there.

The **brake drum** itself is a hollow steel cylinder which goes over all the braking components shown in the picture below.

The **wheel cylinders** are mechanisms located inside each brake drum. As brake fluid is forced through the brake lines it activates two small pistons located inside each wheel cylinder forcing them farther apart. This pushes against the **brake shoes**. The brake shoes then push against the inside of the brake drum slowing your vehicle down.

Typical Drum Brake



Don's Corner

with Don Olson

In the months ahead, AMSOIL will continue reintroducing synthetic 2-stroke oils with a refined marketing focus and clearer application recommendations.

Here's what Alan Amatuzio, Executive Vice President and COO had to say, "Ultimately, our goal is a complete line of synthetic two-stroke oils that stands head and shoulders above the rest, both in performance and market appeal. In this way, AMSOIL will further solidify its position as the leader in the synthetic two-stroke lubricants industry."

So there you have it! If you like those great 2-stroke engines ... and who doesn't? ... there will be "simply the best lubricant available" for you to use in those sweet little engines even after the other 2-stroke oil manufacturers decide it is a dying field.

Shop Talk

with Jon Olson

If you live in the most areas of the United States you are all to familiar with driving on snow and ice. You are probably also familiar with the amount of dirt, sand, gravel, and road salt that adheres to your vehicle throughout the winter months.

Prior to the first snow fall or ice storm I recommend thoroughly washing your car with [Mothers California Gold Car Wash](#) and following up with the three step waxing process by [Mothers](#). The first step is using [Mothers California Gold Pre-Wax Cleaner](#). Next is [Mothers California Gold Sealer & Glaze](#). Lastly, is the application of [Mothers California Gold Pure Carnauba Wax](#).

Washing and waxing your vehicle prior to winter will help protect your vehicle's finish throughout the harsh winter months.

It's also good to periodically wash your vehicle throughout the winter months. This will clean away the salt and road grime that sticks to it.

