

Olson Marketing

Monthly

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Your Amsoil Information News Source

Amsoil Technical Services

Every week, AMSOIL Technical Services fields phone calls and emails from Dealers, Preferred Customers, accounts and those simply interested in motor oil. The department's goal is not only to provide quick and accurate answers, but to be the industry standard-bearer for accessibility and customer service.

Amsoil Technical services can be contacted by phone:

(715) 399-8324

or by logging on to:

<http://www.amsoil.com/techservices.aspx>

Congratulations!

New Preferred Customers

Jeff Thompson
Lincoln, NE

Mary Spatz
Goodland, KS

Christi deGraffenreid
Green Mountain Falls, CO

The Science of MPG

Less Friction, More Efficient Engine Operation

The benefits of premium synthetic oils are many. Superior wear protection, maximum horsepower, cooler-running engines, reduced deposits, reduced oil consumption, resistance to oxidation and breakdown, easier winter starts – they all add up to a better-running, longer-lasting vehicle.

But in this year of higher fuel prices, it's the fuel economy benefit that gets motorists' attention. It is well-documented that synthetic oils can help improve fuel economy by reducing friction.

In reality, synthetic oils are the right choice for any vehicle with a mechanically sound engine. But now is an especially good time to introduce your friends to the advantages of synthetic motor oils and drivetrain lubes because of the fuel savings they can offer.

It's not magic, it's science.



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Ford F-150 'Purrs' at 300,000 Miles

Ken Clacher of Penn Valley, Calif. has been an AMSOIL customer for nine years.

Clacher drives a 2001 Ford F-150 that he purchased new. It took convincing for him to try AM-SOIL products.

"At first I was very skeptical about a company making a claim that you can drive 25,000 miles without changing the oil; that's crazy and not possible," Clacher said. "However, I started using it 280,000 miles ago, when the truck had 20,000 miles on it. I have never had any work done except brakes, tires and front suspension work, along with other maintenance."

Clacher uses [AMSOIL Signature Series 10W-30 Synthetic Motor Oil](#) and [Ea Oil Filters](#).

"It is a work truck and I haul a lot of equipment, but before AM-SOIL I got about 15.3 mpg; with AM-SOIL I get about 15.8," Clacher said. He attributes that increase in gas mileage to using AM-SOIL products.

Clacher likes AM-SOIL products because they save him time and money and give him peace of mind.

"I'm busy," Clacher said. "One big advantage is not having to change oil every month. I am also impressed by the fact I don't have to use any other additives in the oil.

"I am a firm believer that AM-SOIL has kept my truck alive. And to top it off, the truck uses very lit-

tle oil between oil changes. Whenever I change the [spark plugs](#) they are clean. The engine purrs and has plenty of power. My goal now is to get 500,000 miles on the truck. I am sure by then everything else may fall apart, but the motor will probably still be alive."

Clacher's satisfaction with AM-SOIL motor oil led him to start using AM-SOIL products in all of his other motorized equipment and vehicles. "I switched everything else I own to AM-SOIL products — riding lawn mower, ATVs, my wife's vehicle (which just turned 100,000 miles)," he said. "It means fewer oil changes for me. I'm also hoping her vehicle will get to 300,000 miles so I don't have to worry about purchasing a new vehicle.

"Thanks for a great product."

Notes from Jon:

I also drive a 2001 F150. All of my driving is in town, short distances in stop and go traffic. I typically drive 9 miles per day total (to and from work). I fill up my tank once a month. I have averaged about 11.6 mpg since I bought the vehicle two years ago. Over this past summer I replaced the [front differential fluid](#), [rear differential fluid](#), [transfer case fluid](#), and [transmission fluid](#) all with Amsoil lubricants. Over the past 5 months I have averaged 12.3 mpg on each tank of fuel. That is an increase of 0.7 mpg. When calculated out, throughout the course of the next year, the increased miles per gallon equates to a savings of an entire tank of gas. Plus I have the peace of mind knowing that my engine is protected with Amsoil.



The Altrum Minute

Dealer Stephen Devine has been using ALTRUM nutritional supplements for 16 years. As is typical with longtime customers, Devine's nutritional supplements program has evolved through the years.

"I have been using Altrum supplements since I was 42, and I am now 58," Devine said.

He started with Daily Nutritional Support. Now he regularly takes [A.J.'s Ultra Multi without Iron](#), [Ultra Daily Enzymes](#), [Nutritional Oils](#), [Vision Power](#) and [A.J.'s Super Energy](#).

"I am very impressed with all of the supplements but I especially like [Vision Power](#) and [A.J.'s Super Energy](#)," said Devine. "I am a mechanical designer at my day job. I sit at a computer terminal a majority of my day and I noticed that my vision would start to get blurry in the afternoon. Four years ago I started to take [Vision Power](#) and immediately noticed that my eyesight was improved, and I didn't get the blurry vision anymore. At 58, I still don't wear glasses. That's something I'm proud of."

Devine stays on top of his game at work by taking [A.J.'s Super Energy](#) at those times when his energy might lag. "I occasionally get the feeling of no energy in mid-afternoon," Devine said. "I purchased the Super Energy and when I feel this coming on, I take one. Within 45 minutes I am full of energy".

Find out more at

AltrumOnline.com

Grow with AgGrand

Dealer Dave Richards of Manchester, Md. has developed a growing commercial lawn fertilization business using [AGGRAND natural liquid fertilizers](#).

"AGGRAND just does a terrific job," Richards said.

He started using it about four years ago when he became interested in natural fertilizers to help protect the environment in the Chesapeake Bay area where he lives. The bay is heavily polluted with chemical fertilizers from farmers and lawn companies. "About 92 percent of the nitrogen ends up in run-off in the wells and streams and eventually Chesapeake Bay," Richards said, "which endangers the thriving seafood commerce there."

"AGGRAND is only 4 percent nitrogen and is 20 percent more effective than chemical fertilizers," he said.

He developed his own spray rig (see Winter 2010 AGGRAND News) and uses it to fertilize lawns and horse pastures for his customers. "They keep coming back," Richards said.

His customers get an individualized fertilization plan based on soil analysis, which tells him exactly what each lawn or pasture needs for the best result. "The development I've gotten from these lawns and pastures is just fantastic," Richards said. "They hold up in the heat and drought, cold, stress and against disease."

A season of drought and high temperatures in 2010 put AGGRAND

fertilizer to the test. Lawns that were not treated with AGGRAND burned up in the dry, hot conditions, whereas the lawns he fertilized with AGGRAND needed no special care. "They just held up," Richards said. "Just one application of AGGRAND and the lawns and pastures stayed so nice. They produced a stronger, healthier plant."

One customer had been plagued with thin grass for many years until Richards did a soil analysis and fertilized with [AGGRAND Natural fertilizer](#). His customer told him, "Our lawn has never looked this good in 20 years."

His business has grown by word of mouth. "My lawns and horse pastures have come along so beautifully in the last three years," he said. "I expect that within the next two years I'm going to have a very nice business. I had a very good fall."

Nothing beats the convenience of using the liquid fertilizers, he said. He uses the 2.5-gallon containers and simply pours it into his tank.

Find out more at

AGGRAND.COM

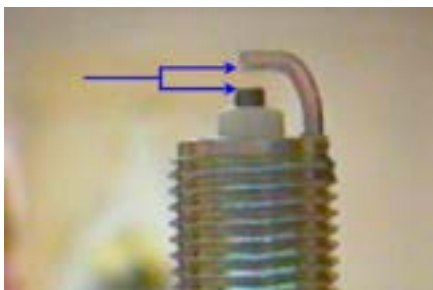


Dave Richards uses AGGRAND Natural Fertilizer and this sprayer for his thriving lawn fertilization business in Manchester, Md.

Automotive Lingo

Spark Plug Gap

The spark plug gap is the precise distance between a spark plug's center and ground electrodes.



To ensure each spark plug fires efficiently the distance must be precisely what the manufacturer recommends. As you drive your vehicle over thousands and thousands of miles the gap gets bigger. A larger gap will require your vehicle's computer to adjust the systems in your vehicle to compensate for the larger gap. If the gap gets to large then your vehicle begins to run rough. Usually, it is recommended to regap the spark plug every 25,000 miles. Additionally, spark plug terminals will wear down over time and lead to engine misfires. The manufacturer has mileage specifications for spark plug replacement.

According to repairpal.com, spark plug replacement for my 2001 Ford F150 would cost about \$400 if I were to take it to a mechanic in my area.

[NGK](http://NGK.com), the world leader in spark plugs and spark plug wires, can be purchased through the Amsoil website. [NGK Iridium IX Spark Plugs](http://NGK.com) are their premium product.

Don's Corner

with Don Olson

I'm not sure why anyone would want to change their oil at less than one year intervals ... unless they drive more than 25,000 miles per year.

Yes, synthetic oils can ... and do ... offer that type of performance; with the AMSOIL nano-filtration systems available for the best oil and air filtration available for your vehicle. AMSOIL would not put its reputation on the line if it was not so. In 1972 AMSOIL started advertising its synthetic oil for 25,000 miles or one year whichever came first. They still offer that to you today, but with improved science for the engine technology of today.

However, if you like to change your oil every three months or 3,000 miles AMSOIL offers its OE full synthetic oil for your vehicle.

If you would like to extend your oil changes to twice a year (every 6 months) because you can't quite understand how you can change your oil only once a year, AMSOIL offers you the XL full synthetic oil for your vehicle.

Premium users use the Signature oil for maximum performance and savings.

Try it ... I know you'll like it! And what's more ... we can put your vehicle information in the AMSOIL Garage and send you an e-mail reminder when your next oil change is due. That's just one more service we offer free of charge.

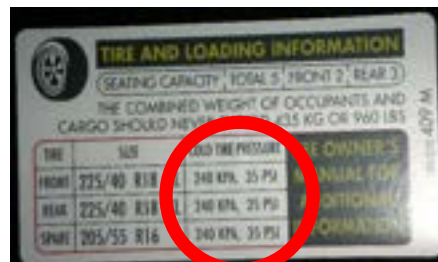


Shop Talk

with Jon Olson

Two simple preventative maintenance checks you can perform yourself are tire pressure and tire tread depth.

Begin by finding the manufacturer's recommended tire pressure for your tires. You can typically find it on your door jamb when you open your driver side door.



Using a tire gauge, which can be purchased for a couple dollars at your local auto parts store or super-center, ensure that your tires register the correct pressure. If they are low you can use a bicycle tire pump to add some air.

Checking the tread depth requires a tread depth gauge or you can also use a penny. Place the penny head first into several tire grooves across the tire.

If you always see President Lincoln's entire head, then your treads are too shallow and worn and your tires should be replaced. Just keep in mind that the deeper tread you have the more traction you will have in snowy weather.

