

Olson Marketing

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Your Amsoil Information News Source

Is My Windshield A Hazard?



Is your windshield a hazard? Probably not the first thing you think about when you get into your vehicle. Windshield wipers that do not do an effective job cleaning your windshield can pose a serious hazard while driving.

In high school I had a 1986 Grand AM and the windshield wipers barely worked. Not only were the actual wiper blades shot, the wiper gears were stripped so the wipers did not move in unison. One would go, then the other. Often times they would get stuck on each other and then snap back into place with a loud thud. I always hoped for nice weather so I wouldn't have to use the wipers and if it was a slushy day in winter I would increase my distance between the car in front of me so I wouldn't get the dirty road spray that would require me to attempt to clean my windshield. It was definitely not a safe situation which lead to some precarious drives.

When the windshield wipers got really bad I would go to Walmart and buy another pair for six bucks. It didn't take me long to realize that six dollar windshield wipers don't last very long, nor do they do a good job actually cleaning the windows.

I have since grown in wisdom and switched to [Trico NeoForm Beam Wiper Blades](#). Although the [Neo-Form wiper blades](#) have a one year change recommendation. I have had the same pair on my wife's car for almost 3 years and running. To this day they are working perfectly. I attribute the longevity to the quality of the product and the fact that when I wash her vehicle once a month I clean the wiper blades as well.

You can save up to \$30 by replacing wiper blades yourself. Follow the link below to see how:

[Wiper Blade Replacement](#)



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New Preferred Customer

Nate Worm
Lincoln, NE



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It's Never To Late To Switch To Amsoil

I drive a 2001 Ford F150. I purchased it in March of 2011 (when it had just passed being 10 years old). At the time of purchase, it had 89,000 miles on it. It is now almost 3 years later and I just passed 100,000 miles.

The first thing I did after purchasing my truck was to run [Amsoil's P.I. Performance Improver](#). Over the first few gasoline fill-ups, I noticed an increase in my fuel economy and the engine felt smoother. My intent was always to switch all the fluids over to Amsoil, but like anything in this world, it costs money. After having my truck for 3 months, I ran [Amsoil's Engine and Transmission Flush](#) through the Lubrication System to clean out any sludge and other junk that had accumulated over the years. Following the Flush I replaced the oil with [Amsoil's 5W20 Signature Series 100% Synthetic Motor Oil](#) and filter with [Amsoil's 25,000 mile Ea Oil Filter](#).

It wasn't until the second year I had owned the truck that I replaced the brake fluid, transmission fluid, front and rear differential fluid, and transfer case fluid.

Obviously, the sooner I could have switched out the fluids, the sooner my systems would have been better protected, but I did the best that I could do with the resources that I had at the time.

However, each time I replaced the old fluid, I felt a sense of relief that the old stuff was getting removed and was being replaced with quality protection. Additionally, with each fluid replacement I noticed things would run better.

The lesson learned is that although your vehicle will operate on conventional, sub-rate automotive products the sooner you can provide premium protection to all the vital components, the longer your equipment will operate and the better performance you will see.



The Altrum Minute

Healthy food, exercise and nutritional supplements work together to protect our health and help us live well. Whole foods provide the wide array of nutrients the body needs to power every cell. Without these nutrients, a vast number of health problems may occur. A balanced diet can make a difference in health problems such as diabetes, digestive disorders, depression and more.

Although it would be great to get all of the nutrients the body needs from food, it often is impossible. Busy schedules, convenience foods and the changes in nutrient values in foods through the past 50 years make it difficult to eat the balanced diet that can safeguard optimal health.

ALTRUM nutritional products are food supplements that contain a balance of many of the nutrients the body needs to sustain good health. They are formulated to work along with a healthy diet to enhance overall nutrition.

Begin your day with:
[Altrum's Ultra Multi](#)



Diesel Tidbits - Ensuring Quality Fuel For Lasting Vehicles

Diesel fuel quality is highly variable, and you and your vehicles can suffer. Wear within the fuel-delivery system must be minimized to maintain peak operating condition. Wear control is important to maintaining fuel-flow control, precise metering of the fuel and long-term component life for maximum vehicle performance and fuel economy. If high-quality diesel fuel designed specifically for the local climate was the only fuel available to everyone, there would be little reason for diesel fuel additives. Since this is not the case, there are a number of diesel fuel additives on the market formulated to solve specific issues found with diesel fuel.

Fuel additives are most effective when used on a continuous basis. It takes time for a system to accumulate deposits, and it takes time for contaminants to be removed. Using fuel additives as part of your regular preventive maintenance program is a proactive approach to preventing problems from surfacing in the future.

Additives can be separated into two main categories: multi-purpose additives that try to address several issues in a single formulation, and specialized products formulated to target specific performance areas. Although they may seem convenient, all-in-one additives can fail to deliver the effectiveness you want. As performance concentrates, AMSOIL diesel fuel additives make no sacrifices; they are purpose-built to address specific performance needs and deliver maximum results.

AMSOIL offers a variety of top-performing diesel additives for all on- and off-road diesel-powered applications. Each is formulated using the best available chemistry at maximum concentration for quick results, promoting peak performance and reduced maintenance.

[AMSOIL Cetane Boost](#) improves combustion efficiency to increase power in diesel engines. It raises cetane three to seven numbers while also improving low-temperature starting, fuel ignition quality and reliability.

[AMSOIL Diesel Injector Clean](#) is a total system cleaner and lubricity improver for all types of heavy- and light-duty diesel engines, including high-pressure common-rail (HPCR) designs. Its outstanding formula cleans all deposits, including carbon deposits on the nozzle and internal diesel injector deposits on the pintle. Formulated with ultra-low-sulfur diesel fuel (ULSD) in mind, it effectively cleans fuel injectors and combustion chambers for improved efficiency and better sealing. It minimizes soot-loading, improves the oxidation and thermal stability of diesel fuel, improves fuel economy by up to 4.5

percent, restores horsepower and protects against water contamination. Diesel Injector Clean is compatible with all types of exhaust emission systems, including diesel particulate filters (DPF). It is also recommended in heating oil furnace applications.

[AMSOIL Diesel Cold Flow](#) is recommended for low-temperature applications below 40°F. It effectively modifies wax crystal formation at low temperatures to depress diesel fuel pour point and improve cold-flow filtration properties. It lowers the cold filter plugging point (CFPP) by as much as 34°F and decreases the need for #1 diesel fuel. Diesel Cold Flow contains jet-fuel-type deicer to help prevent ice formation in fuels contaminated with water. It is compatible with diesel particulate filters (DPF).

[AMSOIL Diesel Injector Clean + Cold Flow](#) is a premium, year-round diesel fuel additive that combines the superior detergency and lubricity of AMSOIL Diesel Injector Clean with the excellent anti-gelling properties of AMSOIL Diesel Cold Flow in one convenient package without sacrificing performance.



Shop Talk

with Jon Olson

Last month I put together a bit of information on Ethanol use in automobiles. I had noted that as I was doing my research, "it was clear that arguing for or against the use of Ethanol falls in line with arguing religion and politics". Each person has their own views, experiences, and expertise and I appreciate that. Our country wouldn't be as advanced as it is today if it weren't for people having different ideas and backgrounds.

As I anticipated, I received feedback both for and against Ethanol use in automobiles. Through your e-mails I was able to develop an understanding of your experiences with Ethanol on both sides of the issue.

I highly encourage all readers to do their own research, talk with experts, search the web, read journal articles, and anything else possible to become educated and develop your own ideas based upon your own research.

Regardless of which gasoline you choose for your vehicle, burning a mixture of air and fuel in your engine will leave behind by-products and over time can build up and reduce engine power and performance.

[Amsoil's P.I. Performance Improver](#) will restore your engine's power and performance. Additionally, it reduces emissions such as hydrocarbons (HC) up to 15%, carbon monoxide (CO) up to 26% and nitrous oxides (NOx) up to 17%.

Amsoil's P.I.

[AMSOIL P.I.](#) is the most potent gasoline additive available today. As a concentrated detergent, it is unsurpassed in cleaning combustion chamber deposits, intake valve deposits and port fuel injector deposits. [AMSOIL P.I.](#) helps maintain peak engine efficiency, fuel economy, power and drivability in newer low mileage engines.

For about \$12, [Amsoil's P.I.](#) is an inexpensive way to keep the inside of your fuel delivery system clean. I run one full bottle of [P.I.](#) through my fuel system every 6 months.



Dealer's Zone

By Don Olson ZO#4901

Simple Tips For Building Your AMSOIL Business

- (1) Use the products
- (2) Have an AMSOIL Website
- (3) Procure at least 250 business cards and ensure your website is listed on the business cards.

Subscribe to our short Monthly Newsletter. If you are not currently receiving it send me your E-mail address and I will add you to the list. Check with your up line and your down line and ensure they are receiving the E-mail. There are YouTube Videos that you can click on the link for added information for you as well as your accounts.

The YouTube videos are a good way to introduce customers to the AMSOIL line of products. Ensure they contact you for ordering of products. Jon is planning on a new YouTube video each month ... there may be others that are produced by him; subscribe to his videos and you will always see them first.

If you have suggestions for a particular product that you would like to see demonstrated, E-mail Jon or Don and let them know what your idea is...or if you have an idea for a maintenance related task on a vehicle that may not be directly related to an Amsoil Product, send a quick note also.

Have a Happy and Prosperous New Year in 2014.

AMSOIL BUSINESS PARTNERS



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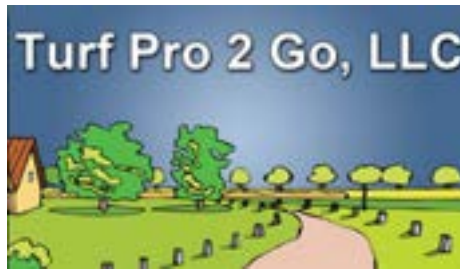
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*Your Business
Info Here...
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AMSOIL Business Partners

FREE FREE FREE

If you have a Store Front Retail outlet or use AM-SOIL products in your business and are registered with AMSOIL, Inc. under ZO# 4901 or ZO# 10458 you qualify for free advertising in the Olson Marketing Monthly Newsletter.

Send me a link to your website and information on how you can be contacted by our wonderful dealer/customer database.

Current circulation over 2500 across the Continental United States, Canada and Alaska ... and growing

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