

Olson Marketing

# Monthly

March 2014 - Issue #31

## Your Amsoil Information News Source

### Amsoil Doesn't Fix Everything

If you are a regular reader of this newsletter you have probably realized by now that Amsoil can “fix” many vehicle related problems. In previous issues I have discussed how replacing old transmission fluid with [Amsoil's Multi-Vehicle Synthetic Transmission Fluid](#) will “fix” many of the shifting and noise problems in transmissions. I have also noted how [Amsoil's P.I. Performance Improver](#) can clean components within your fuel system essentially “fixing” poor fuel economy issues and other fuel system related problems.

However...sometimes things just wear out. You must keep in mind that a vehicle is designed to last a long time but it won't last forever. Even if you do everything you can do “preventative maintenance” wise, things will still break. It is those times that having a basic set of tools and the ability to find the right information to repair it comes in handy. I am a huge advocate for completing basic repairs at home in your driveway using a basic set of tools. But the ability to complete those repairs safely and correctly begins with having the skills to locate information on the repair procedure.

This month I put together a short tutorial for troubleshooting and repairing a Headlight Switch in my Truck. Over the past few weeks I have had intermittent malfunctions with my headlights working. Although Amsoil did not have a product that was able to fix my headlight switch issue, I wanted to show you an example of the process I go through to troubleshoot, diagnose, find parts, replace components, and ultimately fix a problem.



Performing this fix took about five minutes (after receiving the part in the mail). By completing this myself I saved about \$100 in diagnostic fees and labor and was left with the personal satisfaction of having completed this repair myself....on top of now being able to safely drive to work and not worry about getting pulled over by the local law enforcement.

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Check it out by clicking [HERE](#)

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# Amsoil Saber...for landscapers... and homeowners

[AMSOIL Saber Professional Synthetic 2-Stroke Oil](#) users can start with the conventional mix ratios (32:1, 40:1, 50:1) you're comfortable with, and transition to the Saber ratio (80:1, 100:1), which offers an uncompromising combination of convenience, savings and protection.

Each pre-mix two-stroke application carries its own mix-ratio specification. With other two-stroke oils, contractors using multiple types of handheld power equipment must maintain separate cans of gas mixed at different ratios for each application. Managing gas cans mixed at different ratios can result in confusion, misapplication, damaged equipment and increased costs. [SABER](#)



[Professional](#) eliminates this issue. It can be mixed at any ratio up to 100:1 and used in any premix two-stroke application, regardless of the ratio specified for the equipment. Users simply choose their preferred mix ratio and fuel all of their equipment from a single gas can. Professionals seeking the ultimate in convenience, savings and protection use the **SABER Ratio**.

[Saber Professional](#) has been tested and proven to provide premium protection and performance at 100:1 mix ratios. It is recommended for any mix ratio up to 100:1. When tested at half the treat rate for conventional oils (100:1 vs. 50:1), [Saber Professional](#) easily passed the industry-standard lubricity test. [Saber Professional](#) is designed for hot-operating two-stroke engines, effectively fighting carbon/deposit formation and preventing ring sticking.

[Saber Professional's](#) synthetic formulation burns clean, passing the industry-standard smoke test at the standard rich mix ratio. When mixed at the Saber ratio, smoke is virtually undetectable. Equipment operators subjected to smoke and fumes benefit from these low-emission properties.

For use in any pre-mix application at conventional mix ratios or the **SABER® Ratio**, regardless of the mix ratio specified for the equipment. For maximum benefit, use the **SABER Ratio**.

MIX	RATIO	OIL	FUEL
Conventional	32:1	4.0 oz.	1 US GAL
Conventional	40:1	3.2 oz.	1 US GAL
Conventional	50:1	2.6 oz.	1 US GAL
<b>SABER® Ratio™</b>	<b>80:1</b>	<b>1.6 oz.</b>	<b>1 US GAL</b>
<b>SABER® Ratio™</b>	<b>100:1</b>	<b>1.3 oz.</b>	<b>1 US GAL</b>

## Be Aware!

The Petroleum Quality Institute of America (PQIA) recently issued an advisory for Valvoline NextGen 5W-20 Motor Oil. After twice testing a sample of the oil acquired at a retail store in New Jersey, PQIA determined it did not meet volatility requirements set by the American Petroleum Institute (API) and the International Lubricants Standardization and Approval Committee (ILSAC). While the sample passed viscosity and elemental requirements for the API SN and ILSAC GF-5 specifications, its weight losses of 18.4 and 18.3 percent in the NOACK Volatility Test (ASTM D5800) are about 22 percent higher than the 15 percent maximum required for the specifications.

Over the past few months there have been multiple other oils that have been popping up for sale at gas stations and convenience stores around the country. State regulators and the PQIA are investigating, warning consumers, and pulling products from shelves.

Four brands tested and deemed unsuitable for use in modern vehicles include:

- MaxiGuard Super Premium**
- U.S. Economy**
- US Spirit**
- Black Knight**

Only trust the best..



## The Altrum Minute

### Lack of Vitamin C can Promote Gingivitis

some information retrieved from oralb.com

Gum tissue conditions can have many causes, but don't forget to consider poor nutrition. Inadequate vitamin C can promote bleeding gums that can develop into gingivitis if left untreated. Vitamin C also helps the body perform maintenance and repair on bones, teeth, and cartilage, and it also helps wounds heal.

If you suffer from bleeding gums and your dentist rules out poor dental hygiene, reassess your diet. Be sure to consume plenty of foods rich in vitamin C. They aren't hard to find. Oranges, carrots, sweet potatoes, and red peppers are especially high in vitamin C. Another great method of getting Vitamin C is through [Altrum's Orange Juice Chewable C's](#).

Vitamin C is water-soluble, which means that the body doesn't store it long-term and you need to consume it every day.



Learn more at:  
[AltrumOnline.com](http://AltrumOnline.com)

## Grow with AgGrand

The weather is beginning to warm up!!! Well...actually as I write this we are breaking the record low temperatures in my area...but I am optimistic that the weather will warm up soon. And with warm weather comes lawn care!!!

If you happened to have read the previous page of this newsletter we talked a little about [AMSOIL Saber Professional Synthetic 2-Stroke Oil](#). Now, I thought I should mention that if your grass doesn't grow, you won't get a chance to use all that outdoor power equipment for keeping your lawn looking nice.

The best way to get that grass to grow and have a healthy lawn is with [AgGrand's Natural Fertilizer 4-3-3](#).

I know it seems a little contradictory to buy Fertilizer for your grass which in turn will require you to purchase oil for your 2-stroke equipment so you can take care of the grass which you just purchased fertilizer for, but this is America and we love our lawns, and we love our equipment. More importantly, my kids love playing outside in the thick lush grass. What they don't like is playing outside in weeds and dirt. Well, actually they like playing in the dirt...and come to think of it, they like picking weeds and collecting them in a bucket. I guess they'll just have to go over to the neighbors house this year to do that.

Learn more at:  
[AgGrand.com](http://AgGrand.com)

## YUCKKY-POO!!!

As I was rearranging my office a few days ago, I found myself in need of some supplies in the garage. I put on my new Christmas slippers and walked out onto the cold garage floor. However, I had forgotten that I placed sticky rodent glue traps near the wall.

YEP, sure enough I stepped right in the middle of one of the sticky glue traps. Right in the middle of my new slipper. I pulled on the trap and it was stuck hard to the bottom of my slipper.

I won't mention what I said, but I was pretty perturbed at my stupidity. Then I thought, "How am I going to get this off of my slipper?"

After a lot of thought and no success I said to myself, "I wonder if AMSOIL has anything that might work." I walked into my "store" and looked at the shelves. "Ah-h-h-h-h", I thought, "Maybe this [AMSOIL Degreaser](#) will work."

I took a can and went into the garage to see if it would loosen that glue trap ... even a bit.

I sprayed just a little between the slipper and the glue trap. I was amazed, the glue trap literally "melted" from the slipper. I hurriedly got a rag and wiped the bottom of my slipper off ... clean as it could be. Alas, my new Christmas slippers were saved.

What did I learn? First, don't step into a glue trap with slippers on and secondly, make sure the varmints don't get a hold of [Amsoil's Degreaser](#).

## Shop Talk...with Jon Olson

A while back I did an article on Garage Door Maintenance after having to replace my torsion springs. My dad sent me an e-mail with two videos attached the other day and it reminded me of the importance of maintenance and security.

The first video is:

[How To Break Into A Garage In 6 Seconds](#)

The second video is:

[How To Prevent The 6 Second Garage Door Break-In](#)

I share this information with you because I believe that the better informed you are with home maintenance and security, the less likely something will happen.

After watching this video I decided to test it out on my garage door and sure enough, it didn't take me long to break into my garage.

I have since taken the necessary actions to prevent someone else from doing this (as shown in the second video).

While I was performing this simple fix, I went ahead and lubricated all my hinges, chains, pivot points and other metal on metal components on my garage door and opener using [Amsoil's Metal Protector](#).

In fact, I got so into spraying [Amsoil's Metal Protector](#) on my garage door that I moved from the garage door right over to the entry door from the garage into my

home. I sprayed a little [Amsoil's Metal Protector](#) on the hinges and in the lock mechanism. As I stood in my doorway I then noticed that from my garage entry door I could see my front entry door. So I moved right on over to my front entry door and did the hinges and locks on that door also.

I then thought to myself, "why not"...and I just started walking around my house spraying things...door hinges, door knob joints, recliner pivot points, cabinet hinges, window locks, sliding door tracks. It was a pretty eventful day.



## Dealer's Zone

By Don Olson ZO#4901

I appreciate all the positive comments from you dealers regarding this column. Remember if you desire personal mentoring please use my alternate E-mail address:

[dono637@outlook.com](mailto:dono637@outlook.com)

This month I'd like to concentrate on two ways to keep your business growing:

- (1) T1 Certification and
- (2) Training

All of the T1 certification answers are in the Business Manual (G700). To take the test you will have to go on line to [www.amsoil.com](http://www.amsoil.com) under "training" and "T1 Certification".

AMSOIL has quite a few training videos on their website (and YouTube) that you can access as a dealer at [www.amsoil.com](http://www.amsoil.com) under the heading "training". You can find anything from "a plant tour" to how a product performs and why you should use AMSOIL.

Coming up in May is AMSOIL University; a week of intense informational training. It is well worth the time and money. You will meet and rub shoulders with the staff at AMSOIL. The food is great and you will meet many dealers and gain insights from them as well as share some of yours.



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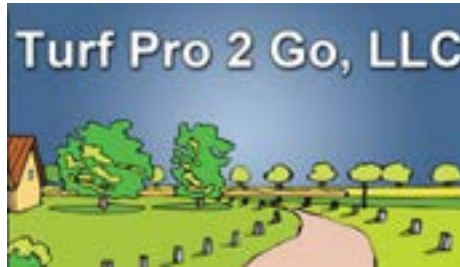
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## AMSOIL Business Partners

**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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