

Olson Marketing

# Monthly

June 2014 - Issue #34

## Your Amsoil Information News Source

### Free Shipping

Effective May 1, 2014, online/catalog retail customers in the continental U.S. will receive free shipping on orders of \$100 or more. Customers who order less than \$100 will be charged a flat shipping fee of \$8.50. A new pricing structure has been developed for online/catalog retail customers that includes a weight-based freight markup built into the price. Because shipping costs in Canada, Hawaii and Alaska are unpredictable and much higher than those in the continental U.S., AMSOIL is unable to offer free shipping to online/catalog retail customers in those areas at this time. Canadian, Hawaiian and Alaskan online/catalog retail customers will continue paying suggested retail prices. Wholesale and suggested retail prices are not affected by the weight-based freight markup.



### Filter Wrenches

The new line of [AMSOIL filter wrenches](#) applies to nearly the entire line of Ea® Oil Filters (EaO/Ea15K) and Ea® Motorcycle Oil Filters (EaOM). The following filter wrenches are now discontinued: Large Filter Wrench (G2197), Small Filter Wrench (G2198), Strap Filter Wrench (G2199), Filter Cap Wrench (G2309), Motorcycle Filter Wrench (G2685), Motorcycle Filter Wrench (G2686) and Mechanic's Lube Kit (G2200).



Check it out by clicking [HERE](#)

### What's inside?

New Synthetic CVT Fluid.....	p. 2
Grow with AgGrand.....	p. 3
The Altrum Minute.....	p. 3
Shop Talk with Jon Olson.....	p. 4
Dealer's Zone with Don Olson.....	p. 4

### Congratulations:

#### New Preferred Customer

Jeffrey Most

#### New Catalog Customers

Tyler Marx

### Dealer Contact

#### Lincoln

Don & Peg Olson

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# New Synthetic CVT Fluid

Continuously variable transmissions (CVTs) create unlimited gear ratios using a belt or chain running between two variable diameter pulleys. CVTs require a unique transmission fluid with specialized frictional characteristics designed to ensure the belt or chain remains in contact with the pulleys without slipping. [AMSOIL Synthetic CVT Fluid](#) provides outstanding metal-to-metal frictional properties and excellent protection and performance for CVTs throughout vehicle manufacturer-recommended drain intervals. It is Warranty Secure and will not void your vehicle's warranty. [AMSOIL Synthetic CVT Fluid](#) is a cost-effective, high-performance alternative to original equipment manufacturer (OEM) fluids.

## Excellent Frictional Properties

The metal-to-metal frictional properties between the CVT's belt/chain interface and the pulleys are important, relying on the CVT fluid to prevent slipping. [AMSOIL Synthetic CVT Fluid](#) provides exceptional metal-to-metal frictional properties to help prevent belt and chain slipping and help extend transmission life.

## Outstanding Wear Protection

[AMSOIL Synthetic CVT Fluid](#) is durable. In normal and severe service, it effectively resists wear to the transmission's vital parts, helping achieve long life.

## Resists Heat

In elevated heat, Synthetic CVT Fluid's thermally stable formula-

tion guards against the harmful effects of thermal breakdown. It resists the formation of varnish that can threaten transmission performance and life.

## Superior Wet-Clutch Performance

[AMSOIL Synthetic CVT Fluid](#) provides superior wet-clutch performance for outstanding anti-shudder durability and reduced noise, vibration and harshness.

## Field Proven

Field testing was conducted to compare [AMSOIL Synthetic CVT Fluid](#) and Nissan NS-2 CVT Fluid. Four vehicles (two equipped with AMSOIL CVT Fluid and two with Nissan NS-2 CVT Fluid) were driven 100,000 miles before the transmissions were torn down and inspected.

As indicated by the lack of wear in the belt and pulley photos below, [AMSOIL CVT Fluid](#) provided outstanding protection throughout the duration of the field trial, proving it is a high-quality replacement for Nissan NS-2 CVT Fluid.

## Lab Tested

AMSOIL lab testing also reveals [AMSOIL CVT Fluid](#) met, and in some cases surpassed, the protection and performance of Nissan NS-2 CVT Fluid:

In FZG wear testing (ASTM D5182), Nissan NS-2 achieved a 7 stage pass, while AMSOIL CVT Fluid significantly surpassed it with an 11 stage pass.

In the JASO LVFA Anti-Shudder Durability Test, AMSOIL CVT Fluid lasted six times longer, translating into improved anti-shudder durability and reduced noise, vibration and harshness.



## The Altrum Minute

ALTRUM is on Facebook. You will find helpful suggestions for health and wellness, recipes and product information. Check the page frequently as more content is being added all the time. [Click here](#) to Like ALTRUM, share the ALTRUM page with your friends and engage with ALTRUM. Don't forget to share your testimonials and photos related to ALTRUM nutritional supplements.

As ALTRUM supplements users, you know the quality of these products. Many consumers, however, don't understand the difference between a high-quality ALTRUM supplement and a standard one-a-day vitamin found in local stores. The example below demonstrates a few major differences between these products and the value ALTRUM products deliver.

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

## Grow with AgGrand

AMSOIL/AGGRAND Dealer Kim Krueger-Messer wanted to give her mother a special, "living Mother's Day gift last summer. Krueger-Messer of Lake City, Minn. enlisted her two sons to help landscape and plant flower gardens for her mother. It was a daunting job since the yard had been treated with chemicals for 30 years, she said.

Dealer Kim Krueger-Messer applied [AGGRAND Natural Liquid Lime](#) and [AGGRAND Natural Fertilizer 4-3-3](#) to grow this beautiful garden for her mother.

They started with plants that were bare root or from seed. "We added just enough compost to fill the voids where we dug up the sod and to fill in and cover the mounds made out of the dead sod, Krueger-Messer said.

Within three days she saw the AGGRAND working. "Everything was a beautiful deep green, half again as big as it was Saturday morning, Krueger-Messer said. "Leaves were budding out on some plants and tons of blossoms on others.



BENEFITS	ONE A DAY® ESSENTIAL	ALTRUM ULTRA MULTI
Vitamins and Nutrients	12	86
Free of Artificial Colors & Sweeteners	No	Yes
Contains Superfoods	No	Yes
Vitamin B12	100%	100%
Vitamin C	100%	139%

Information from [www.oneaday.com/essential.html](http://www.oneaday.com/essential.html)

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As of 2/15/2014 (Prices and Formulations may be subject to change)

## Shop Talk with Jon Olson

I frequently receive questions about vehicle repairs and maintenance procedures. Of all the questions that I receive, the most common questions have to do with the simplest of maintenance checks. I have decided to create a series of video clips that focus on such maintenance tasks.

This month I am focusing on checking your oil. The oil in your vehicle can be compared to the blood in your body. It is essential and without it your engine will die. If your blood gets “contaminated” with a virus or bacteria it can cause life threatening problems. Much in the same, when your engine oil becomes contaminated with dirt, sludge, or other foreign particles, it can cause havoc in your engine.

It is recommended by experts that you check your oil every time you fill up the gas tank. Although I fill up twice a month, I only check my oil once a month and it is usually done in my driveway at home, rather than at the gas station. I have a set time each month that I do preventative maintenance checks such as checking my oil.

The link below will take you to an instructional video demonstrating how to check your oil.



## Dealer's Zone

By Don Olson ZO#4901

# AMSOIL University 2014

Another great year at AMSOIL University! Al Amatuzio's 90th birthday celebration!

We learned new skills and opportunities at AMSOIL University:

We received technical and sales training to help take our Dealership to the next level.

We learned skills to manage our Dealership more effectively.

We heard firsthand about the latest corporate developments.

We gained valuable industry information.

We met the corporate staff and talked with them individually.

We socialized with other AMSOIL Dealers.

I cannot over emphasize the quality and quantity of food. We did not hunger physically ... just mentally for more knowledge.

If you missed this AMSOIL University ... you missed an opportunity to gain valuable knowledge to build your business more effectively and efficiently in the next 12 months. However, it still isn't too late to reserve the time and funds to attend in 2015. May 17 – May 21. I expect AMSOIL University to be better than the best yet.

Make a commitment now ... and start saving time and money for Next May. It will be worth it to you! You can also pass your business on so it doesn't just 'die on the vine'.

My commitment to you, the dealer, is to help you attain the level of success you desire. If you are not a dealer and aspire for another 'stream of income' in your future, please let me help you attain that also with your own Independent AMSOIL Dealership. Contact me NOW!

Thanks, and have a happy and healthy future.

