

# Olson Marketing Monthly

July 2014 - Issue #35

## Your Amsoil Information News Source

### The Proof is in the Performance!

Amsoil continually amazes me.

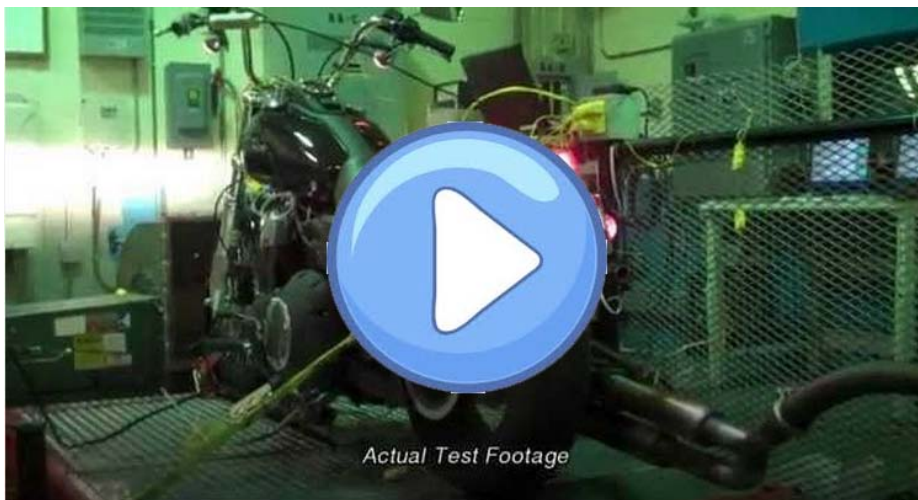
I don't claim to be an expert on Amsoil products or even engine mechanics for that matter. However, I do claim to be knowledgeable about both and every day gives me the opportunity to learn a little more. Some day in the distant future I might consider myself an expert but I have a lot to learn.

I was sent a link to a video a while back called "Harley Extreme Heat Test with [Amsoil 20W-50](#)". Now, as I previously said, I am not an expert but I do know that one of the biggest problems with engines, especially motorcycles, is removing heat from the engine.

However, it goes beyond just removing the heat, you need to be sure that your oil is also protecting the vital components in your engine.

I recall a time about 15 years ago when the engine of a friend's car seized up because the oil failed to protect it during an extremely hot summer day. It really made me think about the quality of products that people trust in their engines.

The video below reminded me of the importance for always making sure you are using the best quality products that offer the best protection available.



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### Congratulations:

#### New Preferred Customer

Felipe Mendoza

### Dealer Contact

#### **Lincoln**

Don & Peg Olson

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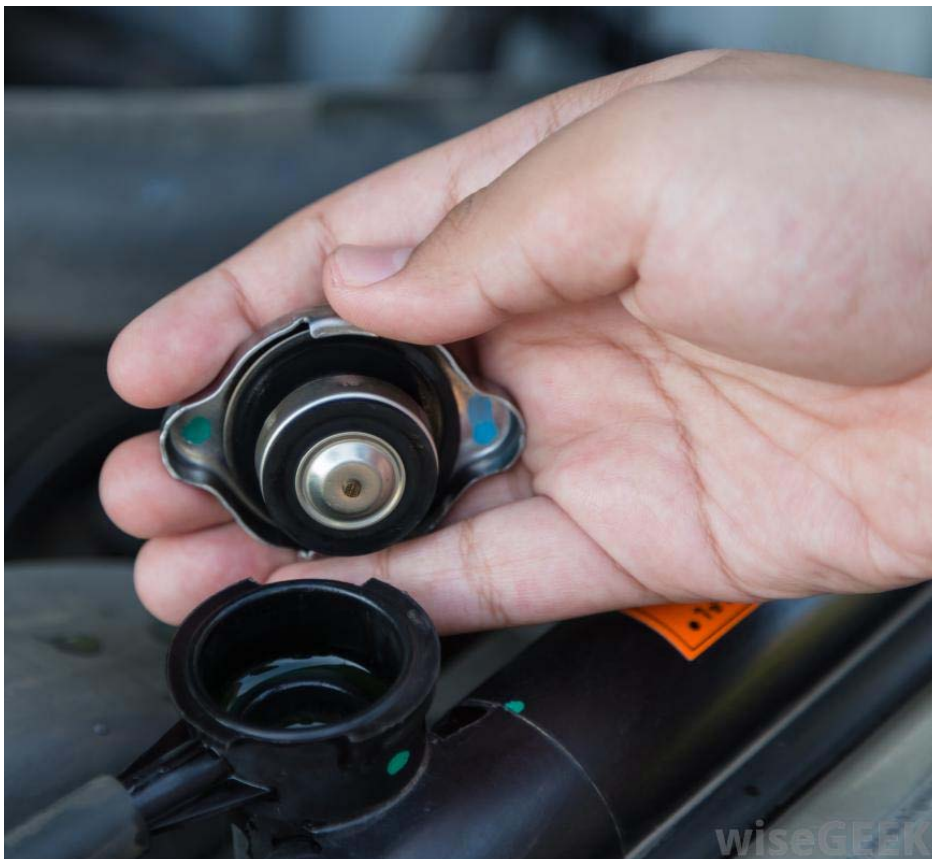
# Inspecting Your Cooling System

The coolant, or antifreeze solution, should be checked and changed at regular intervals. After prolonged use, coolant will break down and fail to do what it was designed to do...protect your engine from overheating. It can lose its rust preventative and corrosion resistant properties causing the cooling system to rapidly fill with rust and become corroded.

A visual inspection of the coolant will help determine its condition. Rub your finger inside the radiator filler neck or reservoir tank. Check for rust, oil (internal engine leak), scale, or transmission fluid (leaking oil cooler). Also, find out how long the coolant solution has been in service. If coolant is contaminated or too old, it should be replaced.

The “finger in the radiator filler neck” trick is a good way to perform a quick inspection. Just make sure you do this while the engine is cold or hot coolant may spray all over you.

If you are like me and want to be more thorough than a visual inspection you can use [Amsoil Antifreeze Test Strips](#). These test strips will allow you to test all



types of coolant (ethylene glycol as well as propylene glycol). Using the test strips you are able to test for both boil-over and freeze protection as well as the pH level of your coolant.

Fortunately you don't have to be a chemist to undertake this simple check. Just follow the video instructions (by clicking on the picture above).

One other suggestion I have is to switch from conventional ethylene glycol coolant (the green or red stuff), to [Amsoil Propylene Glycol Antifreeze](#). It's low-toxicity limits threats to children, pets and wildlife. Additionally, it provides extended protection beyond conventional Antifreeze.

## Grow with AgGrand

Interest in AGGRAND Natural Fertilizers continues to grow as consumers increasingly demand produce, grains and meats that are grown by natural or organic methods.

“Another AMSOIL University has come and gone, and this year Dealer enthusiasm about AGGRAND products was at a higher level than ever before,” said AGGRAND Manager Richard Holappa. “Many Dealers expressed their desire to dedicate themselves to selling more AGGRAND products at the AGGRAND plant tour, at the AGGRAND booth during the cookout and in the AGGRAND classes. Dealers realize the increased awareness of growing good, healthy food is becoming more important in North America and around the world.”

Dealers are taking advantage of the [AGGRAND Field Sign \(G2739\)](#) to show the performance of AGGRAND products versus the competition. “Not only is the sign being used in the traditional row crop setting, but it is also posted on lawns, gardens and anywhere growing is happening,” Holappa said.



## Dealer's Zone

By Don Olson ZO#4901

I have found in the AMSOIL business that there are a few people that are 'visionary' and 'motivational' for me. It may be a 'kind word' ... it may be 'energy' ... it may even be 'foresightedness'. There are just some people in my life that motivates me to push on and do my very best because I know they do their very best in everything they do.

One of those people is a Dealer (ZO# 1867994). He attacks everything he does with such energy and excellence and will not hesitate to find out all he can before pursuing a project. He's visionary in seeing many of the possibilities of anything he pursues. Just seeing and listening to his excitement gives me energy to pursue my desires.

One of those desires I have is to help as many people to acquire their life long pursuits as much as I can.

Another motivator for me is Dealer ZO# 1983724. I admire this person for his persistence and

caring for others. He makes me feel like I really need to do more especially in helping others.

Then there is Dealer ZO# 5150. Even during adverse circumstances he always seems 'up'. He has helped many people in his lifetime to a better way of life ... and he still continues to help others!

There are many other persons that have inspired me to do my best. The last one I would like to mention is dealer (ZO# 10458) He not only inspires me to do my best, but watching him is unbelievable to me how he can balance his home life, kids, wife and himself plus his extended family. He is continually completing projects that many people would never consider to tackle. As a high school shop teacher he raises the bar for his students and fellow instructors by continually doing what others simply do not want to do. Of course I am a little prejudiced since Dealer (ZO# 10458) is my son. Thanks Jon, you're the best!

## Amsoil P.i. Performance Improver

Has your engine had it's P.i. Lately?



## Shop Talk...with Jon Olson

In my line of work I use a lot of tools. And with “use of tools” comes “maintenance of tools”.

Depending on the time of year I use various types of tools. For example, in the summer months when school is not in session, I use a lot of construction related tools. Mainly, I use hand held power tools such as sawzalls, circular saws, drills, etc. Although most new tools have a substantial amount of plastic, the key components are still made out of metal. It is not uncommon for blades to stick and chucks to rust. Even hand tools require their fair share of needs when it comes to maintenance and lubrication of essential components.

To maintain these tools, I keep all moving metal components lubricated with [Amsoil Metal Protector](#). This way I know that when I am working on a job, I don't have to worry about my tools.



Of course when school starts up again I look forward to switching from construction tools to wood-working tools. Table saws, CNC Routers, Planers...even the bench vises need a fair amount of maintenance. And you know what... [Amsoil Metal Protector](#) is key.

