

# Olson Marketing Monthly

August 2014 - Issue #36

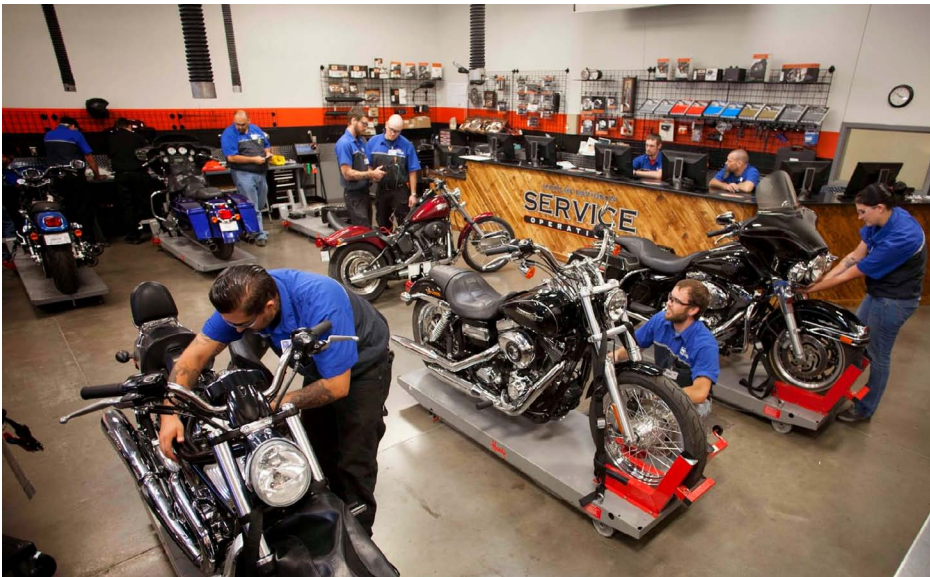
## *Your Amsoil Information News Source*

### Amsoil Partners with MMI

AMSOIL has entered a partnership with Universal Technical Institute (UTI) to become the official oil of its motorcycle and marine divisions, the Motorcycle Mechanics Institute (MMI) and Marine Mechanics Institute (MMI). MMI is dedicated to providing its students with the technical education and skills required to diagnose, service and repair motorcycles or marine equipment and launch successful careers in the motorcycle or marine service industries, and it boasts alliances with the top manufacturers in each industry. MMI has campuses in Phoenix and Orlando. The Orlando campus also includes the

marine-focused Marine Mechanics Institute.

Students will hear the AMSOIL story while learning about its state-of-the-industry products. AMSOIL corporate staff will also lead MMI instructor training programs and participate in MMI's annual Partner Advisory Council, providing feedback on the school's curriculum, staff, students, training aides and training environment.



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### **Congratulations:**

#### New Catalog Customer

Christie Berry  
Central City, KY

Alan Britton  
Syracuse, NE

#### New Preferred Customer

Joseph Bricles  
Live Oak, FL

### **Dealer Contact**

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# Most Manufacturer's Recommended Fluid Changes

## Anti-Freeze/Coolant

Some sources state that traditional coolant should be changed as often as once a year or 30,000 miles, whichever comes first (Auto Repair for Dummies by Deanna Sclar) while others state the extended life coolants can last up to 5 years or 100,000 miles (The Car Care Book by Ron Hae-fner). Always check your vehicle service manual for recommended intervals for your vehicle.

AMSOIL Antifreeze will last up to 250,000 miles or 7 years.

## Oil

Manufacturers typically set oil change intervals, for crude oil, from 3,000 to 7,500 miles. It is pretty much unheard of for a manufacturer to ever recommend intervals over 7,500 miles.

AMSOIL offers three tiers of oil change; since AMSOIL is a full synthetic (PAO) oil. The difference in the tiers are the additive package that goes along with the synthetic base oils.

The OE oils are guaranteed for up to 5,000 miles or 3 months.

The XL oils are guaranteed for up to 10,000 miles or 6 months.

The Signature Series oils are guaranteed for up to 25,000 or one year whichever comes first. Recommended oil filter is the AMSOIL Ea (Absolute Efficiency) filter.

## Brake Fluid

You should bleed your brake fluid every year and replace it every two years whether you are running AMSOIL synthetic or conventional.

## Power Steering Fluid

Power Steering fluid should be changed every 60,000 miles or 4 years whether you are running AMSOIL synthetic or conventional.

## Transmission Fluid

Conventional transmission fluid should be changed every 30,000 miles for severe service\*, and 60,000 miles for normal service\*\* or every 3 to 5 years.

AMSOIL transmission fluids are rated at 50,000 miles for severe service and up to 100,000 miles for normal service. In general AMSOIL is rated for 2 times the OEM recommended intervals.

## Differential Fluid

Conventional Differential Fluid should be changed every 50,000 miles after the first 500 to 3000 miles on new gears (new and overhauled differentials).

AMSOIL synthetic gear oils are rated for 50,000 miles for severe service and up to 100,000 miles for normal service.

Vehicle manufacturers each define "normal" and "severe" driving conditions for their equipment. AMSOIL recommends owners check these definitions in their owner's manuals to determine the service conditions in which they typically drive.

\*\* Normal Service: AMSOIL defines normal service as personal vehicles frequently traveling greater than 10 miles at a time and not operating under severe service.

\* Severe Service: AMSOIL defines severe service for gasoline engines as turbo/supercharged engines, commercial or fleet vehicles, excessive engine idling, use of AMSOIL engine oil in vehicles with more than 100,000 miles without prior regular use of AMSOIL engine oil, daily short-trip driving less than 10 miles, frequent towing, plowing, hauling or dusty-condition driving.

AMSOIL defines severe service for diesel engines as extensive engine idling, daily short trip driving less than 10 miles or frequent dusty-condition driving.

WARNING: When switching to AMSOIL from any other oils or transmission fluids it is recommended to use the [AMSOIL Engine and Transmission Flush \(FLSHCN-EA\)](#) prior to putting AMSOIL in your engine or transmission.

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## The Altrum Minute

Age-related eye diseases (ARED) — such as age-related macular degeneration (AMD) and cataracts — threaten the vision of the elderly population. Limited treatment options for reversing the damage caused by ARED makes preventive measures key.

A new economic report, “Smart Prevention – Health Care Cost Savings Resulting from the Targeted Use of Dietary Supplements,” points to lutein and zeaxanthin dietary supplements as potential preventive measures. The recent AREDS2 study reported that supplementing with those nutrients led to a decrease in advanced AMD progression, reduced risk for severe cataracts and a reduction of progression to cataract surgery.

In addition to reducing the risk of an ARED-related medical event, supplementing with lutein and zeaxanthin can also save individuals and society money, according to the report.

“Age-related eye disease poses risks that are debilitating and expensive, so supplementing with lutein and zeaxanthin can help reduce those risks,” said Duffy MacKay, N.D., senior vice president, scientific and regulatory affairs for the Council for Responsible Nutrition. The Council for Responsible Nutrition’s foundation provided a grant to the economic firm Frost & Sullivan to conduct the report.

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

## Grow with AgGrand - FAQs

**Q: Are AGGRAND fertilizers safe to use around children, pets and grazing animals?**

A: Yes. AGGRAND products are all-natural, biodegradable and non-toxic. AGGRAND Natural Fertilizer has earned certification as 100 percent USDA bio-based. That means it is officially from 100 percent natural sources and registered with USDA as among the products of choice for contractors trying to reduce their environmental footprint. All AGGRAND products are non-toxic when applied per AGGRAND recommendations, and there is no re-entry time stipulation for humans or animals. AGGRAND Dealers can access the product Material Safety Data Sheet at: [www.aggrand.com/LearningCenter/ProductInfo/msds.aspx](http://www.aggrand.com/LearningCenter/ProductInfo/msds.aspx)

**Q: Can AGGRAND products be tank-mixed with pesticides and/or herbicides for field applications?**

A: This question often arises upon the completion of a soil recommendation. Based on the number of times I’ve been asked, and the fact that I’ve never had any reports of incompatibility, [AGGRAND Natural Fertilizer 4-3-3](#) in its dilute form is compatible with most tank-mixable pesticides and herbicides. Whenever there is some doubt, as when using other AGGRAND products, we always recommend the “jar test.” For this test, the products to be tank-mixed are blended in small amounts at the appropriate

dilution rates and mixed in a jar, where any chemical reaction that would interfere with a good application will become apparent.

**Q: Is [AGGRAND Natural Fertilizer still a 4-3-3](#) after it’s diluted with water?**

A: All fertilizer product labels must state the percentage by weight of the major nutrients as packaged. Once any fertilizer is mixed with water or applied to the field and dissolved by rain or irrigation, only a fraction of those nutrients are available to the plants at a given time. With AGGRAND, though, all of the nutrients that have been applied are available immediately, not sitting there waiting for the next rainfall.



## Shop Talk

with Jon Olson

As the summer comes to a close and I get ready to go back to school, I always like to go back and reflect upon my accomplishments over the summer. I would have to say that during this summer I took on more work than I anticipated and stayed way busier than I had hoped.

One of the perks about being a shop teacher is that I do get my summers off. Although teachers don't get paid to be off in the summers, it does give me time to hone my skills and build new knowledge in the trades as well as Amsoil. One of the most eye opening things I learned about Amsoil this summer is that lots of people have [Amsoil's Bypass Oil Filtration System](#) on their vehicles. So many in fact that starting this month, I am going to be stocking (in Omaha) each of the [By-pass Oil Filters](#) that Amsoil offers.

One other key piece of information that was emphasized to me over this summer was the importance of keeping your vehicle current with preventative maintenance operations and quality fluids. A buddy of mine, just last week, purchased a different vehicle because his previous vehicle had catastrophic engine failure due to a lack of preventative maintenance. A costly mistake, in comparison to the cost of taking some time to perform some simple monthly tasks and use quality products like Amsoil automotive products.

## Dealer's Zone

By Don Olson ZO#4901

Two items to talk about this month: (1) Preventive Maintenance done at the proper interval and (2) Registering new customers and dealers.

(1) Preventive Maintenance performed at the proper time: AMSOIL can't repair any problem that comes by your transmission, but it can prevent 99% of all the problems if your transmission oil is changed at proper intervals and done correctly.

Remember if not using AMSOIL your transmission oil should be changed around 30,000 miles or two years (for severe service).

If not using AMSOIL your transmission oil should be changed around 50,000 miles or three years.

Severe Service or Normal Service driving conditions are defined on page 2 of 4 of this newsletter.

AMSOIL Severe Service -- change transmission oil between 50,000 and 60,000 miles (every 4 to 5 years).

AMSOIL Normal Service -- change transmission oil between 90,000 and 100,000 miles (every 6 or 7 years).

AMSOIL has specially formulated [transmission oils](#) that meets or exceeds manufacturer's recommendations. You have a vehicle, AMSOIL has got you covered!

Point number 2: Registering new customers and dealers. It's that time to start or continue building your business for now or for your future. I am hoping you want all of the people you know to have their vehicles have the longevity they desire. The little extra money invested in the best lubricants can add years and miles to your vehicle(s).

Every person is a potential customer. There are some that don't really care about their vehicles and only care about the least money they can put in to their vehicle. Many of those people can be identified by noticing their vehicles along the side of the road or interstate. Believe me, with proper preventive maintenance, they would not be inconvenienced with most of the breakdowns they encounter.

Granted, all vehicles will have a few mechanical problems throughout their lifespan that are not caused by lack of proper lubrication. I would guess that to be less than 3%.

Let's contact all of our friends and neighbors for their next oil change, transmission change, antifreeze change ... also brake fluids, power steering fluids, and differential fluids! The time is now!

