

# Olson Marketing Monthly

October 2014 - Issue #38

## Your Amsoil Information News Source

### Fall is in the Air

I always enjoy when October comes around. I can't really pinpoint why, but I think it has to do with the weather. I like walking outside and feeling the brisk air in the morning, yet it is still warm enough to comfortably work outside.

Perhaps it is the thought of the holidays approaching or maybe just the idea of taking my kids trick-or-treating. Then again, the start of fall tells me that I am almost done having to mow my lawn every week.

Whatever the reason, October is the time of the year when I start preparing my vehicles (and home) for winter. I make a conscience point to check my vehicle over to catch any potential issues that could lead to problems during the cold winter months.

Below are a few of the simple checks that I do to ensure my vehicles are ready for winter:

- Tire Pressure (including the spare tire)
- Check for tire iron & jack
- Tire Tread Depth

- Condition of the Tires
- Fluids (Oil, Coolant, Brake Fluid, Battery Electrolyte, Power Steering, Transmission, Wiper)
- Air Filter
- Cabin Filter
- Drive Belts
- Radiator/Heater Hoses
- Visual inspection of Exhaust System
- Visual inspection of Axle Boots
- Check all lights (interior and exterior)
- Parking Brake
- Lubricate (Hinges, Door Striker Plates, Door Latch, Hood Latch, Trunk Latch, Fuel Door, Rubber Seals & Weather Stripping)
- Wiper Blade Condition
- Wash/Wax Vehicles
- Clean Interior
- Check to see if heater is working



Check it out by clicking  
[HERE](#)

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### Congratulations:

#### New Dealers

Matthew & Heather Felice  
Georgia

Aaron & Mackenzie Baldrige  
New Mexico

Robert & Janene Prudler  
New Mexico

#### New Preferred Customer

Adam Peterson  
Nebraska

### Dealer Contact

#### Lincoln

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# Radiator and Heater Hoses

Although I run [Amsoil's Propylene Glycol Antifreeze](#) in both of my vehicles, it doesn't mean my cooling system components will last forever. I wish Amsoil products would magically make it so nothing would ever break on either of my vehicles, but the reality is that you still have to take an active role in the preventative maintenance of your vehicle.

On the previous page I talked a little about some of the pre-winter vehicle checks I do. One of which is to check the radiator hoses. Radiator hoses carry coolant between the engine water jackets and the radiator. These hoses are typically molded rubber but can be the accordion style. The flexibility of the hoses allow them to withstand the vibrating and rocking of the engine on its motor mounts without breaking. Unfortunately, this constant movement over the years will often lead to weakening of the hoses.

A simple check you can do is to locate both the upper and lower radiator hose and squeeze each hose. It should feel firm but be pliable enough for you to squeeze it. If it feels weak, is cracked or bubbled out, it is a good indication that it will leak or rupture in the near future.

The upper radiator hose normally connects to the thermostat housing on the intake manifold or cylinder head. Its other end fits on the radiator. The lower radiator hose often connects the water pump inlet and the radiator.

You can typically get new radiator hoses for \$20-\$40 each at your local auto parts store. Replacing a hose is not particularly difficult but will often require you to add more coolant since the system is full of coolant and you are taking off a component that is holding all the coolant in the engine.

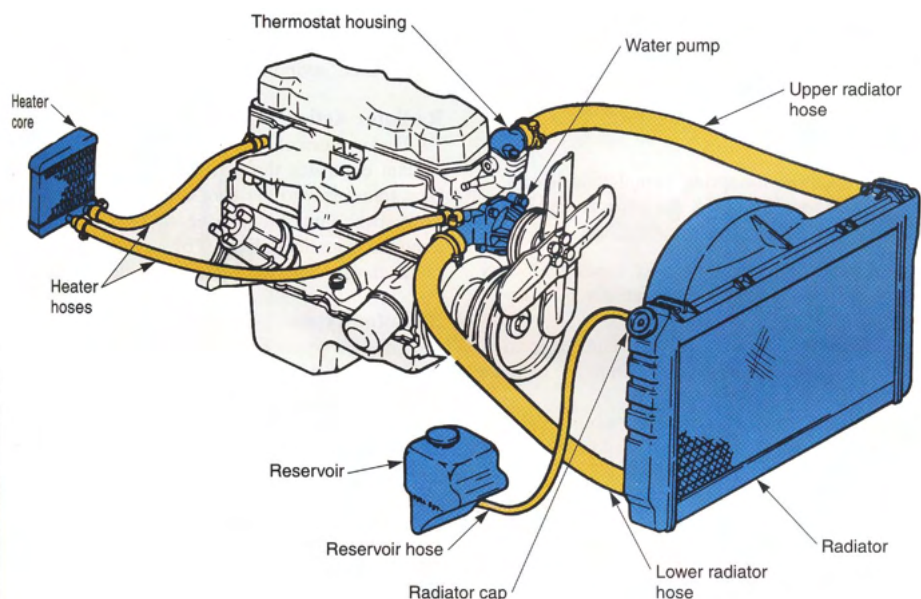
One benefit of using [Amsoil's Propylene Glycol Antifreeze](#) is that it has low toxicity. Conventional coolant is extremely toxic and can kill animals (or people) if it is ingested, whereas the Propylene Glycol formulation is quite safe. I don't recommend drinking it, but the point is that you don't have potential for a dangerous situation.

In addition to checking my radiator hoses, I also check my heater hoses. Heater hoses are small-diameter hoses that carry coolant to the heater core (a small radiator-like device under the dash). Because of the smaller diameter, heater hoses feel more firm than

radiator hoses. I do a visual inspection of the hose to ensure it is in good condition and is not cracked, leaking, etc.

It is also a good idea to check all clamps that hold your radiator and heater hoses onto your cooling system components. Often-times the hoses will be fine but a clamp will come loose, rust and break, or lose its spring tension and a hose will begin leaking or pop off.

The hoses are made of rubber, similar to the weather stripping around your doors, and sometimes the rubber will get dried out and crack. One trick to helping your hoses last longer is to, twice a year, coat your hoses with [Amsoil's Silicone Spray](#). [Amsoil's Silicone Spray](#) will coat the hoses and prevent cracking and drying of rubber. As a side note, use this stuff on your weather stripping as well, twice a year, to keep it lasting a long time and in good condition.





# The Altrum Minute

## ALTRUM Lists Supplements Labels in National Database

Reputable supplement companies buy the best ingredients, monitor and safeguard their processes according to industry standards and make sure their products contain exactly what the labels claim.

Calls for regulation of nutritional supplements sometimes are fueled by media reports of products that do not have the ingredients listed on their labels and some that have ingredients that are harmful to users.

The National Institute of Health (NIH) Office of Dietary Supplements (ODS) together with the National Library of Medicine (NLM) created the Dietary Supplement Database (DSLDD) to provide consumers with the information they need regarding the ingredients in supplements. The database contains 17,000 dietary supplement labels, according to the NIH.

The government dietary supplement database provides information on the ingredients of finished products for the benefit of researchers, health care providers and consumers.

Vitamin and supplement makers have begun to list their labels on the database with more labels added regularly, according to the NIH website.

"ALTRUM voluntarily contributed supplement labels, ingredients and health claims to the NIH database in 2013," said ALTRUM Manager Margit Gilbertson. "This puts ALTRUM at the forefront of transparency and honesty in the dietary supplement industry. It shows the company's commitment to quality and willingness to go above and beyond requirements to put customers first."

Steve Mister, president and CEO of the Council for Responsible Nutrition, said companies willing to list their supplement labels on the database help separate responsible dietary supplement retailers from those with a lower level of commitment. Mister said any move companies make to be transparent about their ingredients and processes helps consumers identify the reputable manufacturers.



The database has numerous search options, including the ability to search for specific ingredients, manufacturers or distributors, health claims and more.

[www.nutraingredients-usa.com/Regulation/NIH-releases-database-with-info-on-17-000-dietary-supplement-labels](http://www.nutraingredients-usa.com/Regulation/NIH-releases-database-with-info-on-17-000-dietary-supplement-labels)

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

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## Calculators Don't Lie

One of our Preferred Customers called just the other day and wanted to share his "story". He has a 1997 Buick La Saber with the 3.8 Liter 6-cylinder engine. He recently purchased and installed [Signature Series 10W-30 motor oil](#), an [absolute efficiency AMSOIL oil filter](#) and a bottle of [Performance Improver](#).

He and his wife then took a day trip. When they stopped to fill the tank for the second time he gave his wife the information to figure gas mileage. She checked it twice just to make sure she hadn't 'fat fingered' the calculator and, sure enough she had figured it correctly. 31.25 mpg and they had been traveling between 75 and 80 mph with the air conditioning on.

Prior to this the best he had got was around 26 mpg. He asked if it was the oil or the Pi that made the difference. I told him "both". It was probably more due to the Pi as that cleans his injectors while driving which allows the gasoline to atomize more effectively, therefore not 'wasting' extra gasoline.

He certainly was excited about the improvements that AMSOIL had achieved in his vehicle. Just think what further improvements could be obtained with [AMSOIL \(ATL\) Automatic Transmission Fluid!](#)

AMSOIL has 4 different Automatic Transmission oils that will cover about 99% of all transmissions in cars today! All are full synthetic and allow you to extend the service of your vehicle's transmission oil changes up to 50% longer. It's better for your vehicle and will extend the life of your vehicle.

## Shop Talk with Jon Olson

Batteries only last about 5 years. Most manufacturers will guarantee you 3 years of service. Many batteries will make it to 7 years and I have even heard the rare story about a battery making it to 10 years.

If you have a multimeter you can set it to DC Volts and put the leads on your battery terminals. With your vehicle turned off it should read over 12 volts (more likely around 12.5 volts). If you turn your car on and do the same test again, it should now read more than 14 volts. This means that the alternator is "pumping 14 volts of juice" into your battery. If you perform this test and your alternator is not outputting more than 14 volts, it is a good indication that your alternator is no longer working properly. If during this test your alternator is putting out more than 15 volts, it could indicate that the voltage regulator in your alternator is not working properly which will cause your battery to overcharge. Often times this leads to your battery boiling thus reducing the electrolyte level. If you check the electrolyte level (on serviceable batteries) and frequently notice it is low (even after having topped it off), it is a good indication that your alternator is overcharging your battery. However, it could also mean that your battery may have a crack and is leaking.

However, with these tests could indicate other issues as well. A good reputable mechanic will be able to ensure your charging system is ready for winter.

## Dealer's Zone

By Don Olson ZO#4901

Please check out:

[www.pqiamerica.com](http://www.pqiamerica.com)

There is getting to be "junk" oil in the market and you must be aware of what you are purchasing. Be especially careful if you are getting a quart of oil from a quick shop and READ THE LABEL carefully before purchasing it and putting it in your vehicle. Name brands will give you the least problem. If it's cheap it probably isn't good for your vehicle. You can always trust AMSOIL. ALWAYS ASK FOR AMSOIL.

Currently the ILSAC (International Lubricant Standardization and Approval Committee) standard is GF-5 (This should be listed on the back of the oil container – purchase no substitute)

Currently the API (American Petroleum Industry) should read

- SN for 2011 and newer vehicles.
- SM for 2010 and older automotive engines.
- SN, SM, or SL for 2004 and older automotive engines.
- SN, SM, SL or SJ for 2001 and older automotive engines.

(This should be listed on the back of the oil container – purchase no substitute)

