

# Olson Marketing Monthly

February 2015 - Issue #42

## Your Amsoil Information News Source

### New Products from Amsoil

AMSOIL has expanded the Signature Series line to include a robust [5W-50 synthetic motor oil](#) formulated specifically for high-horsepower Ford Mustang engines. [Signature Series 5W-50 Synthetic Motor Oil \(AMR\)](#) provides top-of-the-mark protection and performance that customers expect from Signature Series, and it is excellent for all Mustang engines calling for a 5W-50 viscosity.



New [AMSOIL 10W-40 \(DB40\)](#), [10W-50 \(DB50\)](#) and [10W-60 \(DB60\)](#) Synthetic Dirt Bike Oil delivers consistent clutch feel and outstanding gear protection in four-stroke dirt bikes, helping riders maximize their performance on the trail and at the track. It fulfills the demand for dirt-bike-specific motor oil and helps Dealers diversify their businesses.

Engineered to deliver the performance attributes most requested by on- and off-track dirt bike riders, including consistent clutch feel. Consistent clutch feel is the result of "friction durability," so whether deep into a race or deep in the woods, riders can feel confident their clutch will perform from start to finish.



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### **Congratulations:**

#### New Catalog Customers

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McKeesport, PA

### **Dealer Contact**

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# Amsoil Question of the Month

**I don't understand that AMSOIL has synthetic lubricants and natural food supplements; also natural liquid organic fertilizers. What gives?**

Interesting question. First of all you must understand that [AMSOIL](#) is one of the "green-ist" companies in North America. They are deeply concerned about our environment. They work hard to keep our environment 'green'. Let's start with the oil business. Not only does [AMSOIL](#) produce the best synthetic lubricants that money can purchase, they refuse to cut corners on any product they manufacture. ([AMSOIL](#) also adheres to all government regulations in products manufacturing).

Think about the savings on waste oil. Change oil once a year or 25,000 miles (whichever occurs first) with respect to changing every three to five thousand miles. The math says that you will have at least 5 times the waste oil by using conventional oil. Even using other "synthetic" (most are group III) oils you would be changing oil at least two or three times more often than when using [AMSOIL](#).

Since I purchased my 1992 ASTRO conversion van in 1993 with around 10,000 miles on it I have changed oil in the fall. Each fall of each year. I have 188,000 miles on it currently and would drive it to either coast without hesitation if needed. Yes, it is 23 years old and I still drive it. I've changed oil roughly 20 times in its life. No, I have not changed oil 80 times!

Therefore I have used about 100 quarts of 10W 30 oil ... not 400 quarts of 10W 30 oil. I have had NO major engine problems. (It is currently for sale for \$2500 if you would be interested).

[AMSOIL](#) believes in using only premium products to keep their manufacturing as "pure" as possible. Whether it is what goes into synthetic lubricants, its food supplements or producing the [AG-GRAND](#) liquid organic fertilizers.

**What is best for your mechanical machinery?** A pure group IV (PAO) synthetic lubricant!

**What is the best natural organic fertilizer to replenish the nutrients in the soil that have been taken from the ground over years of abuse?** [AGGRAND](#) natural liquid organic fertilizers!

**What is the best natural food supplement?** [ALTRUM](#) Food Supplements. Only natural organic compounds are used to manufacture the [ALTRUM](#) food supplements (since the mid-1980s). Rest assured there are no synthetics (oil based) products used in the manufacture of these fine food supplements.

If you are ever in Superior, Wisconsin ... across the bay from Duluth, MN stop in the manufacturing plant for a tour. You'll be amazed at the cleanliness of the plant and the great attitude of the employees.

So there you have it: [AMSOIL](#)

offers the Best of everything they manufacture! You cannot go wrong with any of their products. Synthetics for all the mechanical machinery you can think of. Natural organic compounds in their food supplements so your body can metabolize what it needs on a daily basis for health. Natural liquid organic fertilizers that put the "stuff" back in the soil that is necessary to sustain life. Life of plants, which we put in our bodies for life of our bodies. Not just life ... but a better quality of life.

I use the [AGGRAND](#) in my garden, on my lawn, trees, shrubs, house plants ... on every living plant we own. I also use most of the [ALTRUM](#) food supplement line that [AMSOIL's](#) Health Division offers. I rarely ingest any pharmaceuticals ... but I know there is a time and a place on a limited basis when pharmaceuticals are necessary.





# Altrum Dares to Compare - Part 4

BENEFITS	GNC TRIPLE STRENGTH OMEGA COMPLEX	ALTRUM NUTRITIONAL OILS
OMEGA 3-6-9 OIL CONTENT	1.605g	3.6g
VITAMIN E	NO	YES (50%)
Price	\$0.33 per capsule (3 per day)	\$0.25 per capsule (3 per day)

Information from gnc.com  
As of 2/15/2014 (Prices and Formulations may be subject to change)

[ALTRUM Nutritional Oils](#) contain more omega 3, 6 and 9 oils than the popular GNC Triple Strength Omega Complex supplement at a lower cost per gel cap and per daily dose.

Contrary to popular myth, the body needs fat, the right kind of fat: essential fatty acids (EFAs). There are about 20 known fatty acids used by our bodies to maintain normal function. These include omega-3s and omega-6s. The formula in [Altrum Nutritional Oils](#) includes three exceptional sources of essential fatty acids (EFAs): flaxseed, borage and fish oil in one comprehensive product.

The body cannot synthesize omega-3s and omega-6s. We must attain them through our diets or supplementation. The omega-3s are the most difficult to find in the diet and we rarely consume enough. The body uses these unique nutritional oils to keep your body finely tuned and running efficiently. [Nutritional Oils](#) is a vital supplement for a healthy lifestyle providing EFAs your body needs on a daily basis. The evidence is clear that it is necessary to consume these essential oils every day.\*

[Nutritional Oils](#) is an all-in-one EFA (essential fatty acid) formula providing omega 3, 6 and 9, EPA, DHA and GLA from 1200 mg of flax, borage and fish each per day.

[Nutritional Oils](#) supports healthy, normal function, which may help:

- Regulate brain function and nerve impulses
- Protect heart and arteries
- Support the immune system
- Improve skin and hair
- Provide natural fat-burners
- Normalize cholesterol

Suggested Use: Take one to three soft gels daily with meals. Further enhance this product's performance with use of [Ultra Daily Enzymes](#) and [Ultra Multis](#). Store in a cool dry place.



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

## Severe Service

The terms “normal service” and “severe service” are thrown around here and there but don’t always have concrete definitions associated with them.

Because a motor oil’s service life can be greatly affected by vehicle operating conditions, [AMSOIL](#) provides definitions for normal and severe service and recommends corresponding drain intervals for each.

One of the conditions used to identify severe service is “excessive idling.” Because this term is somewhat ambiguous, [AMSOIL](#) is adding a 700-hour limitation to its Signature Series Synthetic Motor Oil drain interval for vehicles subjected to excessive idling. In normal service, Signature Series is recommended for up to 25,000 miles, 700 hours of operation or one year, whichever comes first. In severe service, Signature Series is recommended for up to 15,000 miles, 700 hours of service or one year, whichever comes first.



## Shop Talk

with Jon Olson

Throughout the year I track my fuel consumption each time I fill up at the gas station. Additionally, I calculate my miles per gallon. By doing this I can track changes in my vehicle and find out all sorts of interesting data.

I drive a 2001 Ford F150 with a 5.4L V8 Engine.

In 2014 I drove 7239.3 miles and averaged 13.5 miles per gallon.

I purchased a total of 556.8 gallons totaling \$1721.59.

For every mile I drove, it cost me 24 cents.

The highest price I paid per gallon for gasoline was \$3.549 and the lowest price I paid per gallon for gasoline was \$2.029.

I averaged 268 miles per tank before having to fill up and I filled up 28 times throughout the year. This averages to about twice a month.

In March I performed the Intake Service with [Amsoil Power Foam](#) and increased my miles per gallon by one mile per gallon. This increase remained in effect through the end of the year (and even now).

Perhaps I find data analysis more interesting than you.

Either way...next month we will delve into fuel analysis of my wife's car.

## Dealer's Zone

By Don Olson ZO#4901

Do you desire to move ahead in your [AMSOIL](#) business? Do you desire for another stream of income in your upcoming retirement—even if it may be 30 or more years in your future. It takes so little of your time and virtually no investment. There is no capital investment nor are there any inventory requirements.

If you need help in building your [AMSOIL](#) business we are available to help, guide, coach and encourage you to build your business to the desired level you want.

We cannot encourage you enough to attend [AMSOIL](#) University May 17th through May 20th this year! If you need more details please read Jan 26th Blog on the AMSOIL website or go to [www.amsoil.com](http://www.amsoil.com), log in and select Training, Corporate events, 2015 [AMSOIL](#) University. You can register right on line and also see what all is being offered during the three days!

[AMSOIL](#) has extended the discounted registration fee period for [AMSOIL](#) University (AU) 2015 through Feb. 28. All registrations made prior to March 1, 2015 will be at the reduced price of \$397 per Dealer. The price will increase to \$447 on March 1. Additionally, you can now secure your place at AU 2015 with only a \$50 deposit. Register by March 31 with only a \$50 deposit and you have until May 1 to pay the balance. Don't delay; reserve your place at AU today.

It's a great time to meet corporate employees and other beginning, intermediate, and higher level dealers. Everyone is willing to share what has worked for them ... and many will share with you what did not work for them.

Come and join us this year! My wife and I would sure like to meet and visit with you at [AMSOIL](#) University 2015.

Don

