

# Olson Marketing Monthly

July 2015 - Issue #47

## Your Amsoil Information News Source

### From the President's Desk

June 2015

#### AMSOIL Magazine

When I announced my decision to retire from the military as a jet fighter pilot it caught many off guard. I was still on top of my game, and nothing inspired me more than the challenge to excel as a pilot. I can't believe they paid me to do it.

"So why retire?" they asked. My response was simple. "When it's time to go, it's time to go."

That time has come again. I am turning control of the company over to Dean Alexander and Alan Amatuzio. As co-presidents, Alan

and Dean will be inspirational in leadership and guide AMSOIL to even greater levels of success. I am confident of that. This company could not be in more capable hands. I will maintain influence as chairman of the board.

I can assure all Dealers that your future with AMSOIL has never been more secure. Despite our rich history, we have barely scratched the surface. The AMSOIL brand will continue to grow stronger, and the commitment we have to our Dealers will never waver. Your opportunities are boundless.

I want all Dealers to understand the great appreciation I have. Without you, I would not be writing this letter today. Your dedication, commitment and loyalty mean the world to me. Thank you, my wonderful friends.

Respectfully,

(Signed) A. J. Amatuzio

Al Amatuzio  
AMSOIL INC.  
Chairman of the Board

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### Congratulations:

#### New Commercial Account

Brummer Paint and Restoration  
Lincoln, NE

#### New Preferred Customer

Brett Walrath  
Lincoln, NE

#### New Catalog Customers

Jorge Avalos  
Omaha, NE

Jason Novell  
Lincoln, NE

Lyman Taylor  
Lincoln, NE

### Dealer Contact

#### Lincoln

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# European Car Formula 0W-40 and 5W-40 Synthetic Motor Oil

Full-SAPS European Oil for European Gasoline and Diesel Engines

[AMSOIL European Car Formula Full-SAPS Synthetic Motor Oil](#) is specially formulated for the lubrication needs of European gasoline and diesel cars and light trucks. Its full sulfated ash, phosphorus and sulfur (SAPS) formulation provides excellent protection and performance for a wide range of vehicles.

AMSOIL, the leader in automotive synthetic lubrication, produced the world's first API qualified synthetic motor oil in 1972. Trust the extensive experience of AMSOIL, The First in Synthetics®, to do the best job protecting your engine.

## Full-SAPS Formulation for Maximum Engine Protection

[AMSOIL European Car Formula](#) contains high-quality anti-wear additives and surpasses tough vehicle-manufacturer oil specifications. It provides outstanding protection in high-rpm, hot-running engines and delivers dependable long-term performance for the

extended drain intervals recommended by European vehicle manufacturers.

## Superior Engine Cleanliness

The excellent oxidation stability, heat resistance and detergency properties of AMSOIL European Car Formula help keep engines clean. It is specially designed to prevent sludge and varnish deposits, reduce oil consumption, extend engine life and provide maximum overall performance.

## All-Season Performance

The broad [0W-40](#) and [5W-40](#) viscosity ratings, low volatility (burn-off) and wax-free nature of AMSOIL European Car Formula make it excellent for hot and cold temperatures. It helps reduce engine wear, control oil thickening and provide easier cold starts.

## Excellent for Turbochargers

AMSOIL European Car Formula's

robust formulation delivers outstanding protection against the extremely high temperatures produced by turbochargers.

## SERVICE LIFE

Recommended for the extended drain intervals established by the vehicle manufacturer. Change oil filter at time of oil change.



## TYPICAL TECHNICAL PROPERTIES

### European Car Formula Full-SAPS Synthetic Motor Oil

	0W-40 (EFO)	5W-40 (EFM)
Kinematic Viscosity @ 100°C, cSt (ASTM D 445)	13.3	13.6
Kinematic Viscosity @ 40°C, cSt (ASTM D 445)	74.7	83.3
Viscosity Index (ASTM D 2270)	182	168
CSS Viscosity cP (°C) (ASTM D 5293)	5888 (-35)	5433 (-30)
Pour Point °C (°F) (ASTM D 97)	-51 (-60)	-39 (-38)
Flash Point °C (°F) (ASTM D 92)	232 (450)	220 (428)
Fire Point °C (°F) (ASTM D 92)	240 (464)	238 (460)
Noack Volatility, % weight loss (g/100g) (ASTM D 5800)	9.9	8.7
Four-Ball Wear Test (ASTM D 4172B @ 40 kg, 75°C, 1200 rpm, 1 hr), Scar, mm	0.47	0.47
Total Base Number	10.1	10.1
High-Temperature/High-Shear Viscosity 150°C, 1.4 x 10 <sup>6</sup> s <sup>-1</sup> , cP (ASTM D 5481)	3.7	3.7

# The Altrum Minute

## Foods That Help Keep Skin Youthful, Glowing

Collagen is the most abundant protein in the human body. Regarded as the substance that holds the whole body together, it is found in the bones, muscles, skin and tendons.

The body starts producing less collagen after the age of 35. Skin loses firmness and gradually starts to wrinkle and sag. Many people try expensive cosmetics, supplements and even surgical procedures when the best solution might be much simpler.

Some of the most basic foods can do wonders for the skin, according to a June 5 article in the online newsletter, Mind Body Green.

**Here are five of the foods that can help the body increase collagen production and help improve skin.**

### Bone Broth

Bone broth sends collagen directly to the cells. Another benefit of using bone broth is that the gelatin derived from the collagen in the broth heals the digestive tract, which further prevents inflammation and aging skin.

### Vegetables

Dark leafy greens such as spinach and kale offer antioxidants that protect against the free radicals that break down collagen. Red veggies, such as beets, tomatoes and red peppers, are full of lycopene, which boosts collagen and

protects against sun damage. Orange produce, such as carrots and sweet potatoes, are loaded with vitamin A, which restores collagen that's been damaged.

### Fish and lean, grass-fed meat

Omega-3-rich fish, such as mackerel, salmon and tuna, along with grass-fed meat (which is also high in omega-3), protect the fatty membrane around skin cells. The omega-3s plump up the cells, which translates to more youthful-looking skin.

These foods also help reduce inflammation and provide essential amino acids to keep skin firm and elastic.

### Berries

Blueberries, strawberries, blackberries, raspberries all are loaded with antioxidants that fight skin-ravaging free radicals and boost collagen.

### Garlic

Garlic offers lipoic acid and taurine that help rebuild damaged collagen. It's also an excellent source of sulfur, an essential part of collagen production.



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

# Grow with AgGrand

AGGRAND products are sold through independent Dealers. People like you. People who want extra money, something to do in their spare time, even a full-time business. You can start an independent AGGRAND Dealership for under \$50 and put as much -- or as little -- time into it as you want. The outstanding products offered by AGGRAND comprise a rock-solid base upon which to build your business.

The current trend in the United States is small business. Owning your own business guarantees you the freedom to work on your own terms and the opportunity to set your own goals. AGGRAND offers all the advantages of a franchise without the large initial investment. There are many advantages to the AGGRAND opportunity that you simply won't find in other business opportunities.

And above all, AGGRAND provides Dealers with an excellent support system to help them develop their businesses. Brochures, technical help -- everything you need to begin and build your business is available from AGGRAND.

Contact your local AGGRAND Dealer for information on becoming an AGGRAND Dealer, request more information from AMSOIL INC., or register online now.

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

# Shop Talk

with Jon Olson

So far this summer I have kept busy. Between building two different decks in June, I was able to travel to the beach for 2 weeks with my family. Our 2008 Hyundai Elantra with 60k miles on it ran marvelously without issue. The biggest challenge was driving through Kansas and trying to decide on which type of gasoline to use (see picture at right).



## Dealer's Zone

By Don Olson ZO#4901

Dear AMSOIL products user,

Effective immediately, my e-mail address: **diolson@windstream.net** is no longer a working e-mail.

The phone number **402-486-3765** is **not** a working number.

You may use 402-489-3930 or my cell 402-310-6414.

You may use: [lubedealerdon@gmail.com](mailto:lubedealerdon@gmail.com) or [olsonmarketing@juno.com](mailto:olsonmarketing@juno.com) to contact me by Email.

Also, my new website is [www.om.shopamsoil.com](http://www.om.shopamsoil.com).

If I can assist you in any way please don't hesitate to contact me.

Thank you for updating your e-mail address book.

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