

Olson Marketing

Monthly

August 2015 - Issue #48

Your Amsoil Information News Source

Amsoil Product Highlight: Full-SAPS 0W-40

Additional [full-SAPS](#) option fills niche demand for [0W-40](#) in European applications.

AMSOIL has expanded its European Car Formula line to include a [full-SAPS 0W-40](#) viscosity. Featuring the same premium synthetic formulation and recommended for the same specifications as [European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil \(EFM\)](#), new [European Car Formula 0W-40 Full-SAPS Synthetic Motor Oil \(EFO\)](#) provides European vehicle customers with a different viscosity option.

European vehicle owner's manuals typically require the motor oil meets a certain specification, but many list several viscosity options. Some manufacturers in-

clude temperature graphs to help customers choose a viscosity based on climate, but many customers prefer using lower viscosity oils in all environments. New [AMSOIL European Car Formula 0W-40 Synthetic Motor Oil](#) provides customers that lower viscosity option, and it is ideal for customers looking for a premium AMSOIL alternative to competing [0W-40](#) motor oils that carry European specifications.



What do you need?

Quickly Find the AMSOIL Products You Need

Amsoil makes it easy for you. Simply consult the AMSOIL Product Guides at www.amsoil.com by selecting your vehicle or application type. Product recommendations – and in many cases, lubricant volume – are provided in a matter of seconds.

LOOK UP MY VEHICLE ▶

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Congratulations:

New Preferred Customer

Charles Whitney
Papillion, NE

Amsoil MP Saved My Jig Saw



Pool of rain water that has accumulated in a tarp that is covering a sand box.

The sand box is sitting directly next to the deck project that I was working on.

While on summer break from teaching, I like to tackle at least a few projects to keep current with building techniques, codes, and my own personal experience level. In [last month's newsletter](#), I showed a couple pictures of different deck projects that I completed in June. It seems however, that projects which require me to work outside force me to encounter morbid heat or an exceptional amount of rain. In the case of this deck, it was the latter.

There was a point where I was required to make an intricate cut using my jig saw. I proceeded to make the cut and laid my jig saw down on the edge of the sand box, inadvertently next to the large pool of water. It is probably not too hard to guess what happened next. I continued to work and as I was repositioning myself around the edge of the new deck structure I kicked my jig saw which, following Murphy's Law, submerged itself fully into the pool of water.



I had just fully submerged my jig saw into a pool of water while it was still plugged in to the electrical outlet.

As quick as I could I yanked one end of the cord to unplug it from the wall outlet, and then pulled my jig saw, by the cord, out of the water. Alas, the damage had already been done. As I removed it from pool, water began to pour out of every cavity.

I immediately remembered that [Amsoil MP Metal Protector](#) works excellent on displacing water, protects metal surfaces from rust and corrosion, and dries wet electrical systems. This proved to be an excellent opportunity to put Amsoil's product to the test.

I grabbed a can of [Amsoil MP Metal Protector](#) and began spraying every cavity that once poured out water. I saturated the inside with [Amsoil MP Metal Protector](#) and let the jig saw sit for a couple hours.

A while later I needed to make another one of those intricate cuts again. I hesitantly plugged it in and to my surprise it worked perfectly. Two weeks later when I did another deck project, it still worked flawlessly.



From the President's Desk



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An Email sent recently to AM-SOIL corporate by /Florida Direct Jobber George Douglas is worthy of discussion. The issue he raises carries ramifications across the motor oil industry, and many AMSOIL Dealers may have already been touched by it. George had this to say:

I read an article in last month's 'Lubes "N" Greases' (magazine) concerning the cheap synthetics on the market that may have very little Group III oil in them since there is no regulation or oversight from the API on what is in the bottle. I know that as a policy AMSOIL does not want to get into base oil wars, but I feel it may be time for AMSOIL to exploit this somehow through more education and/or in promo material. I was looking at oil prices in a store the other day and noticed one brand of full synthetic going for \$3.43 a quart and the major brands of conventional oil going for nearly \$5.00 a quart. This should raise a flag with consumers; how could synthetic oil be cheaper than petroleum oil? Also, I saw some of the really cheap synthetic in one of my installer's stock rooms when I delivered oil to him last month. His AMSOIL purchases have reduced recently, and now I know why. You are all probably aware of this, but I thought I would give you my two cents.

First, thanks for your two cents,

George. The point you raise is certainly legitimate, and I appreciate your interest in making all Dealers aware.

At one time, synthetic oil was made exclusively from polyalphaolefin and ester base oils. Then the landscape became a bit murky in 1999 when Mobile challenged Castrol when Castrol introduced an oil made from Group III base oil and called it synthetic. The dispute played out before the National advertising Division of the Better Business Bureau and Castrol prevailed. No big problem there. Group III base oils offer good performance, and now GTL (Gas-to-Liquid) base oils have joined the Group III segment.

The problem, as George indicates, is that there is no official regulation. An oil with less than 50 percent synthetic base oil can be labeled synthetic. In fact, there is absolutely nothing to prevent motor oil marketers from labeling oils made from conventional Group I or Group II base oils as synthetic. There is currently no testing to verify the base oil content. And even if it was proven that the product contained no synthetic oil, there are no legal ramifications since no official definitions exist for the category.

The bottom line, of course, is that in many cases consumers are paying too much for oil that doesn't measure up to the high standards of synthetic as AMSOIL defines the term. And on the flip side, consumers purchasing synthet-

ic oil for \$3.43 a quart are, in all likelihood, not getting what they think.

Tom Glenn, the author of the article that George refers to, offers this as a call to action:

Now is the time to take a closer look at the term synthetic and officially define what constitutes synthetic motor oil, based on measurable and meaningful attributes and clear-cut rules. In doing so we can protect consumers from cheaters and level the playing field for those that play by the rules. If we don't do it now, it may be too late to do it when synthetics dominate the passenger car motor oil segment.

I certainly hope that gets done. In the meantime, AMSOIL Dealers can set consumers straight. Not all synthetics are created equal, and it may be that not all synthetics are actually synthetic at all.

AMSOIL created the synthetic motor oil market, and we continue to set the standard for performance. Our definition of synthetic doesn't waver. Consumers can be assured that what they see on the label is what they'll see in the bottle. With AMSOIL, people get what they pay for.

Signed,

A. J. Amatuzio
President and CEO, AMSOIL INC.



Shop Talk

with Jon Olson

I don't frequently use [Amsoil's Heavy Duty Metal Protector](#) as [Amsoil's MP Metal Protector](#) handles pretty much any task around the home. However, from time to time I have run into situations where I need a little heavier duty product to do the job.

Two weeks ago I was working outside in the front yard. I began hearing a loud machinery type noise. It almost sounded as if my neighbor (in the house behind our property) was running a large tool or piece of equipment. The squeaking and grinding of metal on metal racket was annoyingly loud. I proceeded to walk around my house to the back of my property to see what kind of equipment could be making this horrendous noise.

Upon my entry into the back yard I realized that my neighbor wasn't running a piece of equipment and there were no tools or machinery in sight. It was my air conditioner. It was making a loud squeaking, metal on metal grinding racket.

I ran inside and turned it off. A broken air conditioner on a day where the heat index was 108 degrees was the last thing that I wanted to deal with. I returned to the back yard and shut off the circuit breaker to the air conditioner.

I am no air conditioning or HVAC expert but I do know that the only thing that I saw moving on the air conditioner was the fan on the top. It was obvious that the noise

must have been coming from the fan. Perhaps I have a bearing going out or something of that nature. Whatever it may be, it was a 108 degree heat index day and I prefer to keep my house around 74 degrees.

I proceeded to remove the shroud that is attached to the fan and gained access to the fan. I rotated it and looked keenly at it but did not see or hear anything unusual. Regardless of my diagnosis, I knew that there were metal moving parts within the fan assembly and a little lubrication couldn't hurt. I grabbed the [Amsoil Heavy Duty Metal Protector](#) and began to lubricate any metal on metal contact points within the fan assembly. After that I reassembled the system and fired it up.

Quiet as a mouse. It has been two weeks of very hot days, giving my air conditioner very little rest. Still, quiet as a mouse.



Dealer's Zone

By Don Olson ZO#4901

I have had several people ask, "What do you mean when you say: 'I turned my AMSOIL business over to God to manage?'"

Martin Luther in 1523 best describes it in one of his sermons to the people: "Christ keeps aloof from the lazy, unfaithful idlers who will not do as they have been commanded, and will not keep their hands and feet from straying. Thus He teaches a twofold lesson that He will not give us anything unless we work for it, and that the things we obtain do not come from our work, but only from God's help and blessing. You are to work, but you are not to depend upon that work, as if that which resulted there-from were of your own accomplishment."

Work your AMSOIL business as best as you can with honesty, integrity and fairness to all your clients. Let God determine the outcome of your business.

Consciously letting God manage your business takes away stress but still lets you be in control of what you do to enhance your income and your client's vehicle(s) longevity.

Let go and let God!

