

Olson Marketing Monthly

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Your Amsoil Information News Source

Why should you choose AMSOIL?

Because we care more about synthetic oil than just making a profit

Executing a perfect heel-toe downshift in your sports car, conquering tough terrain in your UTV or carving a corner on your sport bike is when you're at your best.

Your vehicle is more than just a way to get from A to B

We design AMSOIL synthetic lubricants to guard against wear, deposits, extreme heat and other problems that challenge your ability to enjoy your vehicle. And we rigorously test our synthetic lubricants in the lab, in the field and on the racetrack to ensure they perform as advertised.

We're independent, that's good news. Here's why

As one of a few independently owned oil companies, we maintain the freedom to formulate products based on performance, not price. Armed with feedback from our customers, we reinvest heavily in researching and developing synthetic lubricants that help you push your vehicles to the limit.

AMSOIL synthetic lubricants protect not just your vehicle, but your way of life.

Learn more about our values as a company, and our history of innovation.

Best,

-AMSOIL INC.

[Learn More](#)

Do you drive a diesel?

[See the line of diesel products](#)

What's inside?

| | |
|---------------------------------|------|
| Fuel Filter Replacement..... | p. 2 |
| The Altrum Minute..... | p. 3 |
| Grow with AgGrand..... | p. 3 |
| Shop Talk With Jon Olson..... | p. 4 |
| Dealer Zone with Don Olson..... | p. 4 |

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Congratulations:

New Preferred Customer

Donnie Anderson

Bellevue, NE

New Catalog Customer

Paul Choi

Fort Lee, NJ

Rhonda Barrows

Denton, NE

Fuel Filter Replacement - Is it for me?

Overview

The function of the fuel filter is to remove contaminants, including dirt, rust particles, and water, from the fuel before it enters the fuel delivery system. The filter can be positioned at virtually any point in the fuel line. Most fuel filters are located near the tank, along the frame, or in the engine compartment.

A fuel filter contains a fine paper or metal mesh to remove impurities from the fuel. The fuel pump causes gasoline to flow through the filter. The fuel filter element should be replaced approximately once every two to four years or every 30,000 to 60,000 miles, whichever comes first.

Should you notice that high-speed performance is lacking, replacing the fuel filter is a good place to start because a restricted filter will not allow the proper amount of fuel to flow to the engine.

What does it cost?

According to repairpal.com, if I were to take my truck into a mechanic and have them replace the fuel filter it would cost between \$71 and \$107. We could average those numbers and say it would cost \$90.

I purchased my fuel filter for \$9.99 at O'Reilly Auto Parts. The "Ford Recommended" fuel line disconnect tool costs \$5.99. If you throw in a can of [Amsoil MP](#) to help release any rusted parts at about \$7

then we have a total of about \$23 to do this repair yourself.

However...since you will be working underneath your vehicle, make sure you are using safety stands and chocks to prevent your vehicle from falling/rolling on top of you.

How difficult is it?

I found this repair to be surprisingly easy. I filmed the process of replacing my fuel filter (which can be viewed by clicking on the picture below). My F-150 does sit up in the air much higher than a car so having the extra room to get underneath my vehicle also made the repair easier. For the purpose of filming I used vehicle ramps, chocks, and safety stands to raise my vehicle up even higher. All of which can be done safely on a relatively flat driveway. Disconnecting the fuel lines was a bit tricky to get the tool in the tight space. I would rate this repair as moderate difficulty for the average person.

I found this picture of the inside of a fuel filter because I am always curious how these things work. However, I don't recommend cutting one of these open.



The Altrum Minute

Probiotics Can Keep Your System in Balance

Probiotics are helpful microorganisms that may promote intestinal health and reduce digestive problems caused by health conditions, stress or poor diet. Your intestines are normally occupied with helpful microbes, and using probiotics can maintain the balance of this normal microbial flora.

The word “probiotic” means “for life,” which is why these microflora are so important. The scientific definition of a probiotic is: A live microbial food supplement that beneficially affects the host by improving its intestinal microbial balance.

Probiotics are a type of live bacteria that help balance and fight unhealthy bacteria in the gastrointestinal tract, often referred to as the gut. Probiotics work by colonizing the small intestine and crowding out disease-causing organisms, thereby restoring proper balance to the intestinal flora.

The nature of human digestion creates a daily battle between good bacteria (probiotics) and bad bacteria (pathogens, yeast and fungi) in the GI tract.

Probiotics are believed to protect us in two ways. The first is the role they play in the digestive tract, where a healthy balance between good and bad bacteria is vital. Poor food choices, emotional stress, lack of sleep, antibiotic overuse and environmental influences are among things that can

shift the balance in favor of bad bacteria.

When the digestive tract is healthy, it filters out and eliminates things that can damage it, such as harmful bacteria, toxins, chemicals and other waste products. On the flip side, the digestive tract absorbs nutrients from food and water and helps deliver them to the cells where they are needed.

The idea is not to kill off all of the bad bacteria. The problem is when the balance is shifted to have more bad than good. An imbalance has been associated with diarrhea, urinary tract infections, muscle pain and fatigue.

The other way that probiotics may help is the impact they have on the immune system. Some believe that this role is the most important. Our immune system is our protection against germs. When it doesn't function properly, we can suffer from allergic reactions, autoimmune disorders and infections.



Learn more at:
AltrumOnline.com

Grow with AgGrand

Organic practices have been found to protect and support the health of bees.

One of the biggest threats to bee health is exposure to toxic chemical pesticides through insecticides, herbicides, fungicides and other synthetic toxins used in industrial agriculture.

Neonicotinoids, a widely used class of insecticides, are found by many studies to be especially harmful to bees.

Neonicotinoids can be applied not only as a spray, which is toxic to all insects, but also as a seed coating. When seeds are treated with neonicotinoids, the toxin then transfers into plant tissue and is present in the plant's nectar and sap, which bees feed on. Organic farming standards largely prohibit organic farmers from using synthetic pesticides and require them to use integrated pest management (IPM) techniques instead of relying solely on pesticides.

“Organic farming supports all of agriculture by maintaining and nourishing healthier pollinator communities, through practices such as crop rotations, hedgerow planting and the use of integrated pest management techniques. Our goal is to gain recognition for these important organic practices,” said Dr. Jessica Shade, Director of Science Programs for the Organic Center.

[Read More Here...](#)

Learn more at:
AgGrand.com

Shop Talk

with Jon Olson

I often talk about the various pieces of equipment that I have the opportunity to work on and it is always interesting to see how things go together (and come apart).

As I work on equipment I am always intrigued about who actually developed these pieces of equipment. At the same time I would often times like to give them a few thoughts on their equipment design.

I am always amazed how extremely expensive equipment cannot function without a \$5 battery.

Fortunately, I am able to share my knowledge (through videos) with people who may have similar equipment that require similar repairs. Below are two recent repairs that I have completed. Perhaps now is the time to get the popcorn cooking.

Haas CSMD Simulator Battery Replacement



Haas TM 1P Battery Replacement and Full System Recovery



Dealer's Zone

By Don Olson ZO#4901

Listen to this story of a man named Al
Soon you'll realize why he's our pal.

Early in the 60's the fighter pilot said,
"I'm hangin' it up before I go to bed."

There's a better way to complete a yearning;
To help more people with a constant earning.

Al said, "I think every car, truck and van
Can do a lot better than "I think I can!"

He worked real hard to make a full synthetic;
His hard work and pain sometimes felt pathetic,

But Al's integrity was proven time and again
As he built a synthetic that was ten out of ten!

Today his discovery has helped millions of souls;
He never stops working, he just adds more goals.

He's fair to his dealers, customers and friends,
His generosity seems to live without ends.

Don't change your oil every three months;
Change it each year ... just only once!

A better synthetic you'll never find,
Thanks to Al, a great man who is kind.

You'll spend less time and money for sure;
Use a better product that is your cure!

AMSOIL

American Made Superior Oil
Manufactured in Superior, Wisconsin, USA

