

# Olson Marketing Monthly

October 2015 - Issue #50

## *Your Amsoil Information News Source*

### Don't Fear Equipment Storage

As we near the fall season it is quickly becoming clear that there are not too many days left to go boating on the lake or drive the ATVs through the neighbor's yard. It is also understood that all that expensive equipment is going to sit throughout the winter.

First and foremost, it is important to perform oil changes in the fall prior to storing your equipment. There is nothing worse than storing a good engine with nasty, contaminated oil. Actually there may be one thing that is worse... untreated gasoline sitting for 3 months.

[Amsoil's Engine Fogging Oil](#) is highly-effective for rust prevention on internal engine components. This is especially recommended for outboard motors in addition to any other equipment with a two-or four-stroke engine.

[Amsoil's Gasoline Stabilizer](#) reduces the oxidation process allowing you to store a piece of equipment with gasoline still in the tank. This is highly recommended for seasonal storage of equipment.

Two products that are highly recommended prior to storage include:

#### [Amsoil's Engine Fogging Oil](#)



#### [Gasoline Stabilizer](#)



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Check it out by clicking  
[HERE](#)

### **Congratulations:**

#### New Dealer

Steve Wickersham  
Omaha, NE

#### New Preferred Customers

Gene Hobelman  
Lincoln, NE

Cheryl Holmes  
Lincoln, NE

#### New Catalog Customer

Rick Palky  
Lincoln, NE

# Front Brakes and Rotors

I am a huge advocate for the acquisition of basic automotive repair and maintenance knowledge. Not only will performing basic repairs save you money, but having the knowledge will allow you to be a smarter consumer.

Recently, the brakes in my 2001 F150 didn't feel quite right. I thought it would be a good opportunity to put together some instructional information on front brakes and rotors.

According to [www.repairpal.com](http://www.repairpal.com) if I were to take my truck into a mechanic it would cost between \$476 and \$662 to replace both the front brake pads and rotors in my 2001 Ford F150.

The breakdown of parts is as follows:

Rotors (2 total) =	\$89.98
Front Brake Pads =	\$38.99
Brake Parts Cleaner =	\$4.29
<a href="#">Amsoil MP</a> =	\$4.65
<a href="#">Amsoil Heavy Duty MP</a> =	\$6.30
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Total =	\$144.21

By me having the knowledge and basic tools to perform this vehicle repair I saved myself somewhere between \$330 and \$520. I saved so much money I think I might just have to do my rear brakes also.

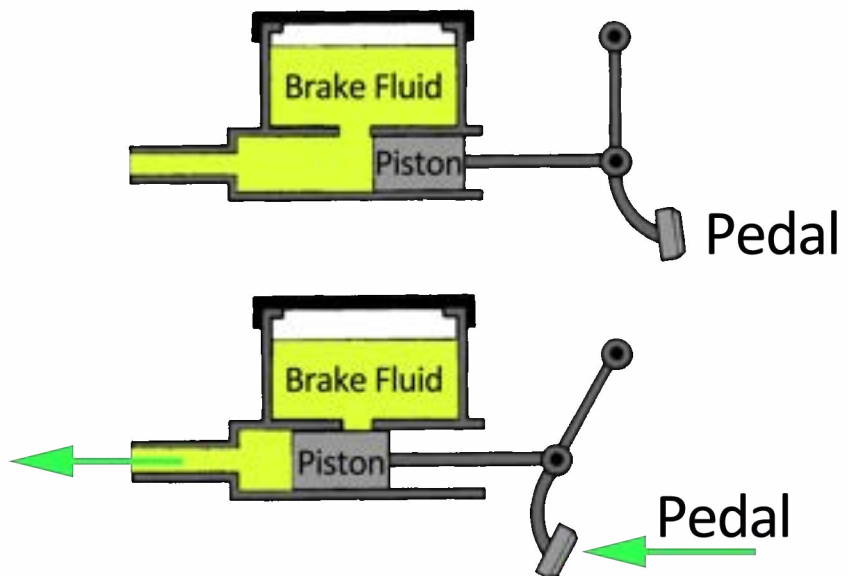
If you are wanting to replace components on your braking system, make sure you do your homework and research before beginning the repair for your vehicle.

## Braking System Basics

The function of the braking system is to slow and stop your car safely. The brake system creates friction between brake linings (AKA pads) and disc (AKA rotors) or drum brake units. The friction changes the kinetic (moving) energy of your car into heat energy, which then is dissipated to the air. Through the hydraulic pressure of the brake fluid, force is transmitted from your foot on the brake pedal to the disc or drum brake units located at each

of your wheels. When you press the brake pedal, you are forcing a plunger pump within the master cylinder to operate. This creates pressure within the brake lines.

At the end of the brake lines, the pressure operates wheel cylinders that create force to move disc brake pads or drum brake shoes into contact with friction surfaces. The hydraulic system is designed so that it multiplies the force you apply to the brake pedal. The braking system is your vehicle's most important safety system.



## The Altrum Minute

Just as I highly recommend performing all the checks and maintenance tasks on your vehicle prior to winter, I highly recommend performing some additional maintenance on yourself. Aside from the annual shower and monthly teeth brushing it is important that you beef up your body's nutritional regimen and immune system for winter.

Winter is a time that some health problems are triggered or worsened by cold weather. Eight common health issues in winter are as follows along with Altrum supplements that may either help with the prevention of or the elimination of the ailment.

### 1. Colds

[Zinc Lozenges](#)  
[Ultra Multi](#)  
[Vitamin C-600](#)

### 2. Sore Throat

[Zinc Lozenges](#)

### 3. Norovirus

[Ultra Multi](#)  
[Vitamin C-600](#)

### 4. Painful Joints

[Joint Formula](#)  
[Longevity Enzymes](#)

### 5. Cold Sores

[Ultra Multi](#)  
[Stress Management System](#)

### 6. Cold Hands

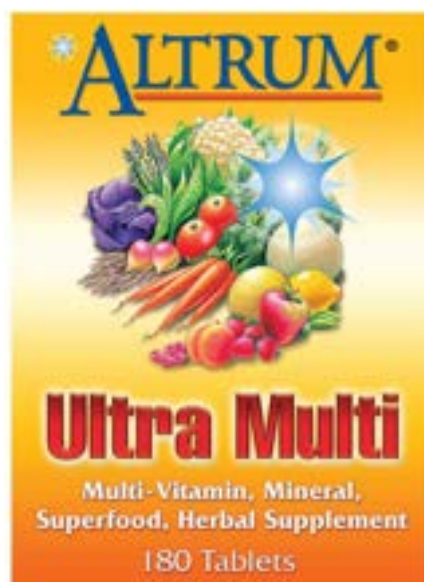
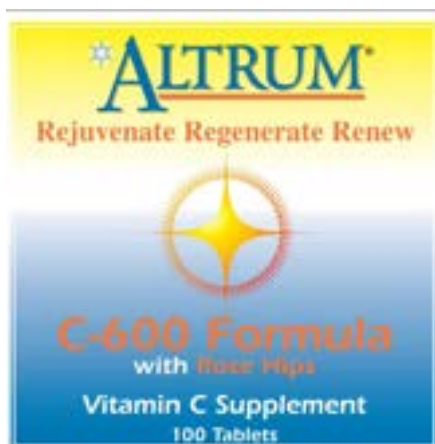
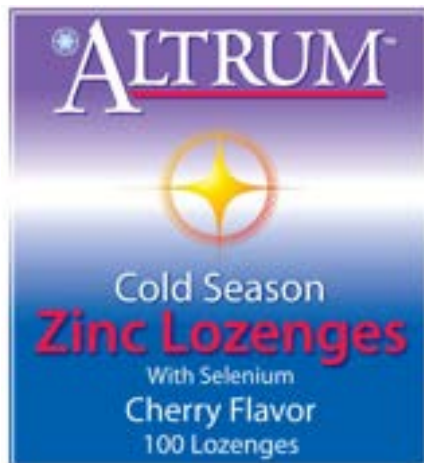
[Brain Power](#)

### 7. Dry Skin

[Nutritional Oils](#)  
[Ultra Omega-3](#)

### 8. Flu

[Vitamin C-600](#)  
[Ultra Multi](#)



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

## Grow with AgGrand

Time to put down [liquid lime](#) to make the soil more alkaline for winter and fewer weeds in the spring.



Also, not a bad idea to spray one more application of [Liquid Fertilizer 4-3-3](#) for the Winter hibernation.



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

# Shop Talk

with Jon Olson

Winter is approaching quicker than I would like. As a preventative measure it is important to check all automotive fluids to ensure they are filled to the correct level and that they are in good visual condition.

## Checking Oil

[2001 Ford F150](#)

## Checking Coolant/Anti-freeze

[2001 Ford F150](#)

## Checking Transmission Fluid

[2001 Ford F150](#)

## Checking Windshield Washer Fluid

[2001 Ford F150](#)

## Checking Break Fluid

[2001 Ford F150](#)

## Checking Power Steering Fluid

[2001 Ford F150](#)

Specifically, I highly stress checking the Coolant/Antifreeze. If this fluid no longer carries the freeze protection attributes it can cause massive damage in your engine on a cold winter night.

It is also a good idea to perform preventative measures on your home also. Some ideas that come to the top of my head include:

- Change batteries in smoke detectors
- Lubricate all moving components on garage doors
- Lubricate door locks
- Have fire place cleaned/inspected
- Change battery in wireless garage door keypads
- Have HVAC system serviced
- Clean gutters
- Check condition of roofing, reseal around pipes
- Change furnace filter
- Change humidifier filter
- Blow out sprinkler systems
- Trim trees that hang over roofs
- Service lawn mower and other outdoor power equipment
- Clean shed so you can gain access to the Christmas tree so you don't have to remove everything from the shed when there is two feet of snow on the ground and it is negative 15 degrees outside.

Just some thoughts I had off the top of my head.

# Dealer's Zone

By Don Olson ZO#4901

A reminder for your customers/accounts: Find Products you need for your vehicles by going to the AMSOIL home page at [www.amsoil.com](http://www.amsoil.com) and clicking in the box "I need products for" and entering the year, make, model and engine size of your vehicle. The engine code is usually the eighth (8th) digit in the VIN of the vehicle.

If your vehicle has around 30,000 miles or more on it and you have been using conventional oil, please switch to AMSOIL by using a bottle of [Engine and Transmission Flush \(FLSH\)](#) first (easy directions are on the bottle).

Then drain the oil, take off the old oil filter and replace with a new oil filter (if using Signature Series—25,000 miles or one year oil change—use an [AMSOIL nanofiber-oil filter--EAO](#)). Replace oil with fresh oil.

AMSOIL's full synthetic oil will continue to clean your engine while you drive.

Contact me if you have questions.

