

Olson Marketing

Monthly

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Your Amsoil Information News Source

Product Highlight: Synthetic Dirt Bike Tranny Fluid

Last year, in response to market demand, we introduced [AMSOIL Synthetic Dirt Bike Oil \(DB40, DB50, DB60\)](#). It is fine-tuned for confident clutch feel and outstanding wear protection – benefits riders demand.

While Synthetic Dirt Bike Oil delivers excellent performance, some riders, particularly owners of dirt bikes that use a separate sump for the transmission fluid, prefer a dedicated transmission fluid instead of a multi-purpose motor oil. New [AMSOIL Synthetic Dirt Bike Transmission Fluid \(DBTF\)](#) fulfills this need, helping you reach more customers and grow sales.



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Check it out by clicking [HERE](#)

Congratulations:

New Preferred Customers

Connie Clapton
Lincoln, NE

Wendi Strange
Lincoln, NE

New Catalog Customers

Paul Zastrow
Menomonie, WI

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A Fuel Efficient Journey

One of our Preferred Customers called just the other day and wanted to share his "story". He has a 1997 Buick La Saber with a 3.8 Liter 6-cylinder engine. He recently purchased [Signature Series 10W-30 motor oil](#), an [absolute efficiency AMSOIL oil filter](#) and a bottle of [Performance Improver](#).



He installed the oil and filter, put the Pi in the gas tank prior to filling the tank, then took a day trip with his wife. When they stopped to fill the tank for the second time he gave his wife the information to figure gas mileage. She checked it twice just to make sure she hadn't 'fat fingered' the calculator and, sure enough she had figured it correctly. 31.25 mpg and they had been traveling between 75 and 80

mph with the air conditioning on.

Needless to say he was amazed as his best mileage prior to this was around 26 mpg. He asked if it was the oil or the Pi that made the difference. I told him "both". Probably it was more improved due to the Pi as that cleans his injectors while driving which allows the gasoline to atomize more effectively, therefore not 'wasting' extra gasoline.

He certainly was excited about the improvements that AMSOIL had achieved in his vehicle. Just think what further improvements could be obtained with [AMSOIL \(ATL\) Automatic Transmission Fluid!](#)



Another happy AMSOIL user!

AMSOIL has 4 different Automatic Transmission oils that will cover about 99% of all transmissions in cars today! All are full synthetic and allow you to extend the service of your vehicle's transmission oil changes up to 50% longer. It's better for your vehicle and will extend the life of your vehicle.

Product Update

[AMSOIL Synthetic Tractor/Hydraulic Transmission Oil \(ATH\)](#), [Synthetic Manual Transmission and Transaxle Gear Lube \(MTG\)](#) and [Synthetic Synchronesh Transmission Fluid \(MTF\)](#) are now packaged in silver bottles. In addition, Synthetic Synchronesh Transmission Fluid now features an orange cap.

Previous Packaging



New Packaging



The Altrum Minute

High cholesterol is one of the major controllable risk factors for coronary heart disease, heart attack and stroke.

According to the American Heart Association, as blood cholesterol rises, so does the risk of coronary heart disease. The risk increases more for people who also smoke, have high blood pressure or diabetes.

Cholesterol levels can be affected by a person's age, gender, family health history and diet.

An article in Prevention online details some of the everyday foods that have been proven to help lower cholesterol.

Oats

Switching up breakfast to contain two servings of oats a week can lower LDL cholesterol (the bad kind) by 5.3 percent in about six weeks. The key to this cholesterol buster is beta-glucan, a substance in oats that absorbs LDL, which your body then excretes.

Salmon and Fatty Fish

Omega-3 fats have been shown to ward off heart disease, dementia and many other health problems. These fatty acids also can lower cholesterol. According to research from Loma Linda University, replacing saturated fats with omega-3s like those found in salmon, sardines and herring can raise good cholesterol as much as 4 percent.

Nuts

In a study published by the Amer-

ican Journal of Clinical Nutrition, people who ate 1.5 ounces of whole walnuts six days a week for one month lowered their total cholesterol by 5.4 percent and LDL cholesterol by 9.3 percent. Almonds and cashews are other good options. Nuts are high in calories, so practice portion control — 1.5 ounces is about a shot glass and a half.

Tea

Teas can help defend against LDL cholesterol levels. According to research conducted with the USDA, black tea has been shown to reduce blood lipids by up to 10 percent in three weeks. These findings were concluded in a larger study of how tea also may help reduce the risk of coronary heart disease.

Beans

Researchers at Arizona State University Polytechnic found that adding 1/2 cup of beans to soup lowers total cholesterol, including LDL, by up to 8 percent. The key to this hearthealthy food that lowers cholesterol is its abundance of fiber, which has been shown to slow the rate and amount of absorption of cholesterol in certain foods.

Chocolate

This powerful antioxidant helps build HDL cholesterol levels. In a 2007 study published in AJCN, participants who were given cocoa powder had a 24 percent increase in HDL levels over 12 weeks, compared with a 5 percent increase in the control group.

Garlic

Garlic has been shown to lower cholesterol; it's also been found to prevent blood clots, reduce blood pressure and protect against infections. Research shows that it helps stop artery-clogging plaque at its earliest stage by keeping cholesterol particles from sticking to artery walls.

Olive Oil

Olive oil is full of heart-healthy monounsaturated fatty acids (MUFAs), which lower LDL cholesterol. Research shows olive oil also may trim belly fat. Use it to make salad dressings, marinate chicken and fish, or roast vegetables.

Spinach

Spinach contains lutein, the sunshine-yellow pigment found in dark green leafy vegetables and egg yolks. Lutein already has a "golden" reputation for guarding against age-related macular degeneration, a leading cause of blindness. Research suggests that one-half cup of a lutein-rich food daily also guards against heart attacks by helping artery walls "shrug off" cholesterol invaders that cause clogging.

Avacado

Avocados provide heart-healthy monounsaturated fat, a type of fat that may help raise HDL cholesterol while lowering LDL. Avocado contains beta-sitosterol, a beneficial plant-based fat that reduces the amount of cholesterol absorbed from food.

Shop Talk...with Jon Olson

Recently I consulted on a piece of manufacturing equipment that had failed. Specifically, an \$80,000 CNC Mill that had major equipment failure. It was determined that the failure was primarily due to a lack of preventative maintenance. Specifically a lack of grease on the linear guides (the pieces that allow the bed of the machine to move around). Without grease there was no lubrication for the ball-bearings to effectively operate causing them to be forced out both ends of the housing. The repair estimate was in the vicinity of \$4500.

Since this was not a piece of equipment that is in my area I was able to learn a few new things. As the service technician was repairing the equipment I was given the opportunity to pester him with some questions. When he began explaining about the greasing mechanisms in the system he asked what grease was used in the machine that he was repairing. Given that the machine was not in my area I was unsure, and frankly there wasn't actually **any** grease used (hence the need for repair). I inquired further about the greasing mechanism and correlated it to my equipment. He talked about the recommended grease for the machine being repaired and again I correlated it to my equipment.

As the service technician progressed through the repair it was nearing time to pump the newly repaired system full of grease.

It was at that point that I took a quick break from bothering him and walked over to my area to grab one of my tubes of grease.

Several years ago I called Amsoil and inquired about the best grease to use for my equipment. I provided Amsoil Technical with the manufacturer's specs as well as the equipment specs. Amsoil recommended [High-Viscosity Lithium-Complex Synthetic Grease](#). I have used it since with great results.

I walked back over to the technician and asked him, "Specifically what type of grease is recommended?" He explained that a Lithium Grease is what the manufacturer recommends, "but not the cheap stuff" he went on to say. I held out my tube of grease and said "I called this company to spec out the grease for my machine and they recommended this."

He took one look at the tube and without hesitation said, "Yep, that's good stuff." He then went on to ask if I had an extra tube that he could have and use to fill the machine...that way the whole system starts off with high quality grease. He inferred that the Amsoil grease was better than what he is provided with from the manufacturer.

