Olson Marketing
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in partnership with Insane Oil of Omaha
Your Amsoil Information News Source

Buy More with Free Shipping

I was pleasantly surprised when I heard that Amsoil is rolling out free shipping options for Dealers and Preferred Customers. Additionally, they have implemented a flat rate shipping for orders under an identified dollar threshold (see below).

As much as I like getting my Amsoil packages each month, I don't always need large quantities of products and the shipping was just one of those nuisances that I would always have to calculate as a part of my order to see if it is worth putting in an order or holding off for another month and combine it with another order. Historically, you had to calculate shipping based on product weights.

If you are a dealer the new flat rate simplifies your business and helps you more easily provide accurate, fast quotes for customers. I am all about simple and easy when it comes to the whole concept of thinking.

Starting January 8th, you can expect to see these changes applied to your qualifying orders.

What's inside?

Congratulations:

New Commercial Account

Harrison Ranch
Sharon Springs, KS

AMSOIL
The First in Synthetics

Dealer Contact

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Don & Peg Olson
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Omaha - Insane Oil
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Keep Your Vehicle Warm with Coolant

Without radiator coolant, an auto engine would overheat extremely fast, leading to mechanical breakdown and engine failure. While oil may be the lifeblood of a car's engine, coolant is like the water that helps to dispel heat. In fact, coolant mixes with water in a car's radiator. It prevents the water from freezing and boiling given the extreme temperatures it is exposed to. Considering the amount of heat energy generated by burning gasoline within an internal combustion engine is between 19 and 20,000 BTUs per gallon, the engine's cooling system is greatly relied upon to ensure the car functions properly.

Coolant consists of a mixture of water and antifreeze that is stored in the car's radiator. As the engine burns the gasoline, nearly 1/3 of the energy produced ends up as waste, either in the form of excess heat energy or exhaust. The heat energy that remains in the engine cannot simply be allowed to sit and fester. That is how overheating and eventual breakdown happen. The coolant mixture is moved through the engine by means of a water pump. The water circulates through the engine, absorbs the excess heat energy and carries it to the radiator. There, through a process of heat exchange, the heat is dispelled, the water is cooled and sent circulating through the system again.

Although coolant "takes away" heat from the engine, it allows us the opportunity to utilize that heat for other purposes.

A heater core is a radiator-like device used in heating the cabin of a vehicle. Hot coolant from the vehicle's engine is passed through a winding tube of the core, a heat exchanger between coolant and cabin air. Fins attached to the core tubes serve to increase surface for heat transfer to air that is forced past them, by a fan, thereby heating the passenger compartment.

It is important that your coolant be of good integrity. Without functioning coolant your vehicle will overheat quickly. This leads to blown gaskets, warped cylinder heads, damage to water pumps and radiators, among other things. Poor quality coolant that no longer retains it's freeze protection attributes can lead to frozen and cracked engine blocks.

Always check your coolant with Antifreeze Test Strips before winter and before summer. This will give you an accurate measurement identifying the quality and integrity of your coolant.

Fortunately, Amsoil has several coolant options that will ensure your vehicle's cooling system remains in peak performance.

Unique Ingredients in ALTRUM Vitamin D3

ALTRUM Vitamin D3 provides 2,000 IU of vitamin D3 and a blend of organic fruits and superfoods. All ingredients are non-GMO.

Research indicates a growing list of benefits Vitamin D3 provides the body, from protecting the health of bones and teeth to supporting the body's overall immunity, helping to protect against chronic health problems, supporting the nervous system and more.*

ALTRUM Vitamin D3 is enriched with a blend of organic fruits and superfoods that also have been shown to provide a multitude of health benefits.

The following ingredients are known to provide antioxidant, vitamin and mineral support for the body:

- Amla is rich in vitamin C and also contains other vitamins, minerals and antioxidants. Amla is often used to help ease inflammation of the joints, fevers, urinary tract infections and to control blood sugar. It is high in fiber and may be helpful in treating constipation.*
- Acai is an antioxidant-rich fruit that has been heralded for centuries as a healing, immune-stimulating, energy-boosting fruit. Research has shown that this antioxidant-rich berry may be able to fight the health problems associated with oxidative damage, as well as many other health benefits.*
- Cranberries are high in nutrients and antioxidants. The possible health benefits of consuming cranberries include lowered risk of urinary tract infections, prevention of certain types of cancer, improved immune function, decreased blood pressure and more.*
- Raspberries contain strong antioxidants such as Vitamin C, quercetin and gallic acid that fight against cancer, heart and circulatory disease and age-related decline. They are high in ellagic acid and have been shown to have anti-inflammatory properties.*
- Spirulina is a type of blue-green algae that is rich in protein, vitamins, minerals, carotenoids and antioxidants that can help protect cells from damage. It contains nutrients, including B complex vitamins, beta-carotene, vitamin E, manganese, zinc, copper, iron, selenium and gamma linolenic acid (an essential fatty acid).*
- Chlorella is a superfood rich with phytonutrients, including amino acids, chlorophyll, beta-carotene, potassium, phosphorus, biotin, magnesium and B-complex vitamins. Studies reveal chlorella benefits the entire body by supporting healthy hormonal function and good cardiovascular health, helping to lessen the effects of chemotherapy and radiation, lowering blood pressure and cholesterol and aiding in the detoxification of the body.*

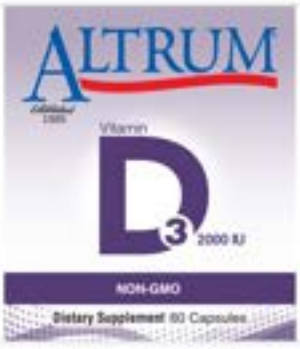
Vitamin D3 provides 2,000 IU of vitamin D3 per capsule. Enriched with organic fruits and superfoods. Fat soluble. Helps maintain healthy bones and teeth.* Helps the body absorb calcium. Supports immune health, nervous system and cellular function.*

Suggested use: As a dietary supplement, take one or two capsules per day with food.

Keep out of the reach of children.

Contains no genetically modified ingredients (Non-GMO), artificial colors, artificial flavors or preservatives.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.

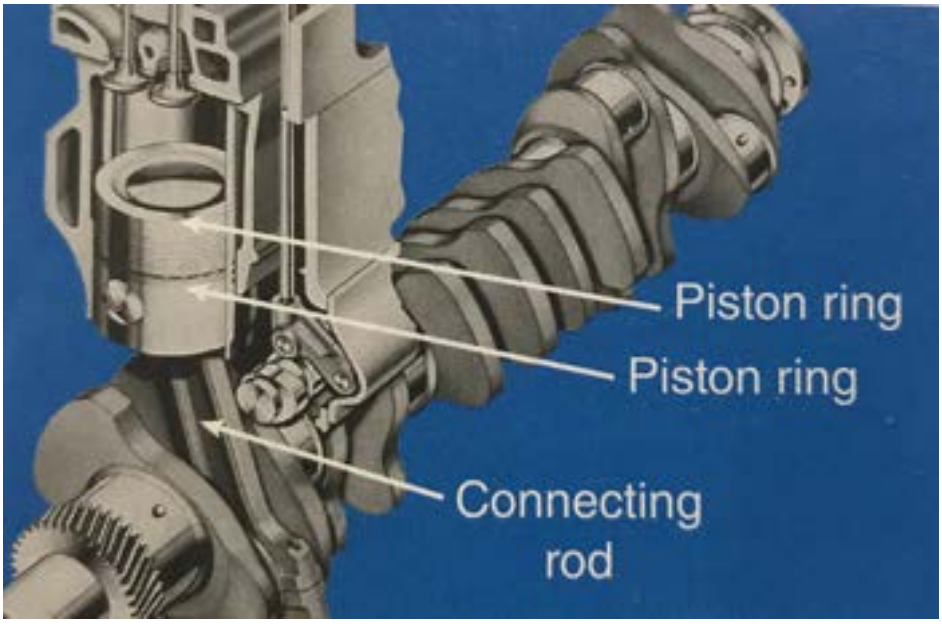


*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Please check with your physician when using prescription medications in combination with food supplements.

ORDER #: 1-800-777-7094 | www.altrumonline.com

Diesel Digest - Pistons and Rings

In an internal combustion engine the piston is a component whose purpose is to transfer force from the burning air/fuel mixture in the cylinder's combustion chamber to the crankshaft via a connecting rod. The piston moves up and down in the cylinder liners.



The piston acts as a movable seal that forms the bottom of the combustion chamber. Grooves cut into the side surface of the piston hold the piston rings that seal in the compression and combustion pressure, and also control the lubricating oil film on the wall of the cylinder liner.

The top piston ring is a compression ring, which forms a seal with the cylinder wall. The middle or intermediate piston rings control about 10% of the compression and combustion pressures, but their main job is to reduce oil consumption inside the cylinder. The bottom piston ring is an oil control ring, which distributes the lubricating oil over the wall of the cylinder and prevents the oil from entering the combustion chamber. All three rings work together to ensure combustion doesn't reach down into the oil sump and oil doesn't reach up into the combustion chamber. Worn piston rings or irregular shaped cylinders can cause excessive oil consumption.

Worn rings can allow a gap to form between the ring face and cylinder wall. During combustion, the pressurized gases that drive the piston down the cylinder and turn the crankshaft can blow by the piston and travel down the cylinder wall and into the oil sump, taking horsepower and efficiency with it. Blow by also contaminates the motor oil, reducing its performance and service life.

Stuck rings can result in the same scenario. Extremely hot combustion gases can breakdown oil, forming carbon deposits in the ring grooves. Diesel byproducts can form deposits, too. Heavy deposits cause the rings to stick in the grooves rather than stand proud of the piston, allowing a gap to form between the ring and cylinder wall, which invites blow by and oil consumption. Excessive oil consumption can lead to blue smoke billowing out of your tailpipe, especially at startup before the engine has warmed and the rings have expanded in the cylinder.

Shop Talk...

with Dr. Jonathan D. Olson, EdD
ZO #10458

I received a call the other day from an individual that I build decks with. He was stressing out because his vehicle wouldn't start. I asked him to give me a little more information on what was actually occurring.

Beginning on December 21st we have had colder than usual temperatures. So cold, in fact, that Omaha was actually battling with Antarctica for the colder temperature. This unusually cold weather is brutal on your vehicle's battery, especially if you park outside. As was noted by this individual, his car wouldn't start...dead battery. Not to surprising considering the cold weather. He went to the local auto parts store and purchased a battery, brought it home, and installed it in his vehicle. Problem solved...or so he thought.

After driving the vehicle for a short period of time the car died and wouldn't start. After waiting about ten minutes, he turned the key and the vehicle started back up. A little while longer...it died.

I packed up a few tools and headed over to his house. The first thing I did was have him turn on his vehicle. With the vehicle running, I used my multimeter to check the voltage of the battery. With the vehicles running the battery was registering 11.34 volts. Given that a battery is 12 volts and the alternator should be supplying more than 14 volts to the battery while the vehicle is running, I quickly determined that the alternator had malfunctioned.

Another trip to the auto parts store and two hours of labor we were able to successfully replace the alternator. Problem solved.

While I was there I had just happened to bring a can of Power Foam and a bottle of P.I. Performance Improver. I figured we were already doing some maintenance on his vehicle that we might as well get the engine running a bit smoother.

At the end of the repair he asked if he could get some Power Foam and P.I. for his other vehicle also.

Dealer's Zone

By Don Olson, ZO #4901

There has never been a better time to start or build an AMSOIL business! Current Preferred Customers you can begin your successful AMSOIL business NOW and reap the benefits in the future by taking 4 to 6 hours a week to begin to build a successful dealership. Here are some of the benefits:

Tax Breaks, make new friends, help people have a better way of life, second income in retirement, free training and help, Save time and money.

To help you get there: AMSOIL offers a company and earning plan of the highest integrity, Free training, a great history of firsts, growing opportunity, superior potential for growth, stability, support, national presence, advertising support, dealer development, constant communication and the best 100% synthetic lubricants in the marketplace.

Contact me for more information or call 800 956-5695 or 800-777-7094 and tell the ordering technician you wish to upgrade to an AMSOIL DEALER. It's that easy and I'm here to answer all your questions and help you be the best part-time or full-time dealer around.

If you do not currently have an account with me, call either number and tell the ordering technician that you want to be an AMSOIL DEALER. You are working with Don Olson, ZO# 4901. Thank you! Now, let's get on with a Happy and Prosperous New Year. Do it now!