

Olson Marketing
Monthly

May 2018 - Issue #81

in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Product Highlight:
[Metric Motorcycle Oil](#)

[AMSOIL Synthetic Metric Motorcycle Oil](#) delivers the benefits most important to riders, including premium wear protection; smooth, confident shifts and cool, clean performance.

Available this month, the new [AMSOIL 15W-50 Synthetic Metric Motorcycle Oil \(MFF\)](#) rounds out the line of lubricants recommended for motorcycles that require [15W-50](#) motorcycle oil, including those made by Ducati, BMW, KTM, Yamaha, Triumph and Royal Enfield. It offers the same benefits as the [10W-30](#) and [10W-40](#) viscosities.



Congratulations:

New Commercial Account

Husker Lock & Key
Lincoln, NE

Spataro's Plaster & Drywall
Lincoln, NE

New Retail Account

H.I.S. Auto Care, LLC
Lincoln, NE

New Preferred Customers

Josh Baumbert
Lincoln, NE

New Catalog Customers

Brian Schmittling
Hattiesburg, MS

Jaret Ulibarri
Corvallis, OR

Bradley Gumpfer
Red Lion, PA

Kien O
Richmond, VA

Trevor Seevers
Carson City, NV

Patrick Sheldon
Pensacola, FL

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Dealer Contact

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Severe Service vs. Normal Service

AAA has always advised motorists to follow the automobile manufacturer's recommended maintenance schedule to improve the reliability and longevity of their vehicles. However, owner's manuals usually contain two different maintenance schedules—one for normal service and one for severe service, depending on how the vehicle is driven.

Amsoil also states that each vehicle manufacturer defines "normal" and "severe" driving conditions for its equipment; AMSOIL recommends owners check these definitions in their owner's manual to determine the service condition in which they typically drive.

But what are the differences between these two categories?

Simply put Amsoil states the following:

AMSOIL defines normal service as personal vehicles frequently traveling greater than 10 miles (16 km) at a time and not operating under severe service.

AMSOIL defines severe service for gasoline engines as conditions that include commercial or fleet vehicles; excessive idling; or frequent towing, hauling, plowing or driving in dusty conditions.

AMSOIL defines severe service for diesel engines as extensive engine idling, daily short-trip driving less than 10 miles (16km) or frequent dusty-condition driving.

Although vehicle manufacturers

differ slightly on identifying severe service driving, in general these characteristics are classified as severe service habits.

- Drive on short trips of less than 5 miles in normal temperatures or less than 10 miles in freezing temperatures.

- Drive in hot weather stop-and-go traffic.

- Drive at low speeds of less than 50 miles per hour for long distances.

- Drive on roads that are dusty, muddy or have salt, sand or gravel spread on the surface.

- Tow a trailer, carrying a camper (if a pickup truck) or transport items on a roof rack or in a car-top carrier.

“Manufacturers provide differing sets of recommendations for severe driving conditions because of the increased wear they put on vehicle components and fluids,” said John Nielsen, director of AAA Approved Auto Repair and Auto Buying Services. “With increased traffic congestion and longer commutes becoming more common, many motorists do not realize what they think of as normal driving is actually severe when it comes to wear and tear on their vehicle.”



Recharge Your Mental Power*

ALTRUM *Memory Focus* supports thinking power, sharp mental focus and vibrant memory. And it protects your brain's function with proven nutrients in a powerful nutritional formula.

Good nutrition and regular exercise are essential for brain health. In addition, you can supplement your efforts to remain mentally fit with the best combination of premium nutrients. ALTRUM *Memory Focus* protects you against the effects of aging, stress, change, free radical damage, stroke and inflammation.*

Memory Focus Delivers Lifelong Brain Power

ALTRUM *Memory Focus* provides high-quality brain health nutrients and potencies in a formulation designed for optimal brain, memory and clarity function.*

Memory Focus was introduced to the ALTRUM nutritional supplements line in 2007. Research since then has consistently proven the effectiveness of the nutrients in this unique formulation to help sustain and improve mental clarity and brain function.*

Memory Focus is among the most popular products in the ALTRUM line. ALTRUM products are formulated with the highest-quality ingredients available; each formula provides the nutrients to supplement a healthy diet.



ALTRUM Memory Focus (DMF)

Stock#	Unit	Pkg/Size	Wt. Lbs.
DMF01	EA	(1) 100 ct.	0.4
DMF01	CA	(6) 100 ct.	2.4

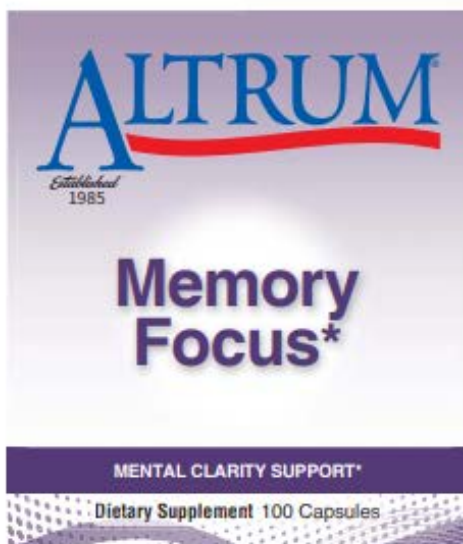
Memory Focus is a multi-nutrient formula that provides support for mental clarity.*

Suggested Use: Take 3 to 6 capsules daily. This product is best as part of a program that includes *Ultra Daily Enzymes*, *Ultra Multis* and *Vision Power*. *Memory Focus* may be better absorbed if taken between meals. Store in a cool, dry place.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Distributed by ALTRUM Nutrition Div. of AMSOIL INC. Superior, WI 54880 (715) 392-7101

Product Code
DMF01



Supplement Facts

Serving Size: 6 Capsules
Servings per Container: 16

	Amount per Serving	% Daily Value
Vitamin B6 (as pyridoxine Hydrochloride)	40 mg	2000%
Folate (as folic acid)	150 mcg	38%
Vitamin B12 (as methylcobalamin)	100 mcg	1667%
Proprietary Focus Blend	1.0 g	***
Proprietary Healthy Brain Blend	2.9 g	***
Dimethylaminoethanol Bitartrate, Chinese Skullcap extract (root), Asian Ginseng (root)		
L-Tyrosine, Acetyl-L-Carnitine, Blueberry extract (fruit), Green Tea extract (leaf)		
Alpha Lipoic Acid, Ginkgo extract (leaf)		
Vinpocetine, Astaxanthin		
Boron (as boron citrate)	250 mcg	**

***Daily Values not established.

Other Ingredients: Gelatin capsule (gelatin and water), magnesium stearate, microcrystalline cellulose, silicon dioxide.

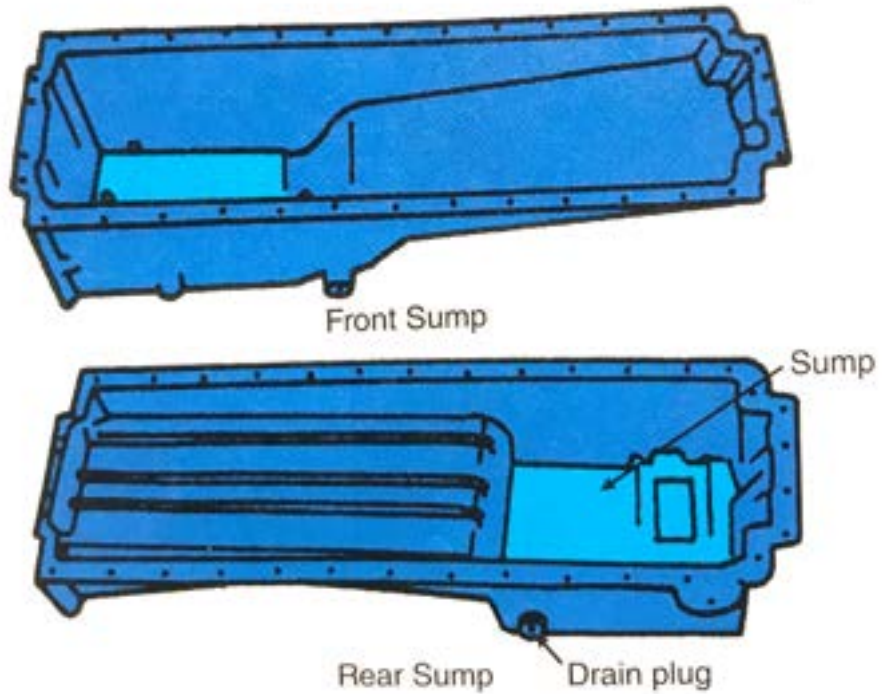
*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.

Diesel Digest - Oil Pans

The oil pan forms the bottom of the engine. It is bolted to the bottom of the cylinder block with bolts and sealed with a soft gasket. The area formed by the oil pan and the bottom half of the cylinder block is called the crankcase, since it encloses the crankshaft. One of the oil pan's major jobs is to provide a reservoir for the engine's lubricating oil...AMSOIL Diesel Oil to be specific. The lowest part of the oil pan is called the sump. The oil pickup tube extends into the sump and is covered by a coarse wire screen that prevents dirt and bits of metal from entering the lubrication system and damaging the engine. There are many different oil pan designs, such as front, center, and rear sump configurations. By changing the shape of the oil pan, the same engine can be made to run upright, on its side, or even upside down.

INVERTED OIL SYSTEMS

Engines that use an external oil tank—"dry sump" engines—have a device similar to a flop tube that can reach oil in almost any attitude. In wet sump engines, in which oil is stored internally in a sump at the bottom of the crankcase, an oil pickup line near the top of the engine as well as in the oil sump ensures that oil is available in any attitude. A valve with two steel balls separated by a spring is connected to the top and bottom of the engine; like a flop tube, the balls (and the oil) go where gravity dictates, alternately covering and opening the appropriate oil pickup point.



Shop Talk...

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

Modern lubricants are formulated from a range of base fluids and chemical additives. The base fluid has several functions but it is primarily the lubricant which provides the fluid layer to separate moving surfaces (reducing contact/friction). There are multiple different levels of quality when it comes to base fluids. The levels are identified as "groups". For example: Group 1 is a low quality base fluid and does not have the desirable characteristics that we want to have protect our vehicle's engine. Group 2 is more refined and carries better characteristics than Group 1. However just because the "Group" number is higher...doesn't necessarily mean it is better for various applications.

Many properties of the lubricant are enhanced or created by the addition of special chemical additives to the base fluid. For example, stability to oxidation and degradation in an engine oil is improved by the addition of antioxidants while extreme pressure, EP, anti-wear properties needed in gear lubrication are created by the addition of special additives.

The best quality lubricants (engineered by Amsoil), marries both the highest quality, application specific, base fluid with research based, proprietary additive packages engineered to far exceed manufacturer specifications for your specific equipment applications.

Dealer's Zone

By Don Olson
ZO #4901

Amsoil Is Holding The Line On Pricing

Continually rising raw-material costs have prompted a number of lubricant companies, including Chevron and ExxonMobil, to announce a second round of price increases for April and May. The up-to-10-percent price increases follow close behind the 5-6 percent increases that took effect in February and March. While Amsoil implemented a price adjustment April 9, they are working diligently to keep raw-material costs in line and have no imminent plans to increase prices a second time. Should a future price increase become necessary, we will provide you with notice in the newsletter.

API SN PLUS Specification is Here

May 1 is the first licensable date for API SN PLUS. The soon-to-take-effect specification was requested by the automobile industry to protect passenger vehicles from low-speed pre-ignition (LSPI). We anticipated this change, and the current Signature Series, XL and OE synthetic motor oil formulations all meet or exceed the specification. Look for updated product labels featuring the new API "donut" in the near future. For more information on the dangers of LSPI, visit www.amsoil.com/lspi.

Renewal Promotion Ends July 31

Take advantage of a limited-time offer to renew your Dealership at the old rates one more time if you're enrolled in direct deposit or choose the prepaid Visa card option. Offer ends July 31, 2018. Offer good only for Dealers who registered prior to Aug. 1, 2017. Limit one per Dealer.

Limited-Time Offer- Renew Now For

U.S.	Can.
\$30*	\$45**
\$25*	\$37**
\$120*	\$180**

Regular U.S. prices: \$49.95 for one year, \$40 for auto renew (per year) and \$200 for five years. Regular Canadian prices: \$64.95 for one year, \$50 for auto renew (per year) and \$250 for five years. Existing Dealers who wish to continue receiving paper checks will be charged an additional \$10 annually.

*With direct deposit or a reloadable Visa card.

**With direct deposit.