

Olson Marketing

Monthly

June 2018 - Issue #82

in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Product Highlight: Polaris ATV/UTV Oil Change Kits



Congratulations:

New Commercial Account

Higgi's Handyman Svc, Inc.
Lincoln, NE

Gary Griffeth Painting & Restoration
Lincoln, NE

New Retail Account

Driven Speed & Performance
Lincoln, NE

New Preferred Customers

Chris Richardson
Omaha, NE

Ryon Young
Chippewa Falls, WI

Anthony Smith
Brentwood, CA

Rick Edmonds
Lincoln, NE

David Wandel
Pasadena, MD

New Catalog Customers

Craig Mancuse
Sarasota, FL

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FAQ: Oil and Oil Filters

Overview

Oil constantly circulates through your engine to keep its moving parts (pistons, connecting rods, crankshaft, and the like) lubricated to move freely and to reduce the friction that causes your engine to heat up. An oil pump keeps the oil circulating, and an oil filter keeps it clean.

Why change it at all?

Changing the oil is the most essential thing you can do to increase the longevity of, and decrease breakdowns in, your vehicle. An engine that remains cool and operates with less effort substantially reduces the amount of wear and tear inside your engine. It also uses less fuel which saves you money at the pump.

What is the purpose of an oil filter?

As the oil circulates through your engine it passes through an oil filter. The purpose of an oil filter is to clean the oil and remove as much contamination and foreign materials (such as dirt and metal particles) as possible without hindering the continual supply of oil to the engine.

How often should I change my oil and filter?

This question can create some heated debates amongst car enthusiasts and mechanics. Simply put, if you have a vehicle that you would like to last the longest time possible and minimize the chance

of breakdowns, install [Amsoil Signature Series Synthetic Motor Oil](#) with an [Amsoil Ea Oil Filter](#) and change it once per year. If you are interested, I have the research to prove Amsoil's claims about being able to run an entire year on the same oil and filter.

If you aren't yet sold on the extended drain (once per year) service. I recommend using [Amsoil XL Series Synthetic Motor Oil](#) with [Amsoil Ea Oil Filter](#) and changing it every 6 months. It still provides you excellent protection and far exceeds manufacturer requirements.

Lastly, if you have the type of vehicle that requires you to check the oil level more frequently than the gas gauge, I recommend using [Amsoil OE Series Synthetic Motor Oil](#) with a [Amsoil Ea Oil Filter](#). It still provides excellent protection but is designed for a 3 month oil change service interval...or if your engine leaks a lot of oil.

What if I put on only 3,000 to 5,000 miles a year?

Whether you drive a lot or a little, it is important that you follow the specifications (either time or mileage) set forth by Amsoil.

If you are the type of individual that only drives your car to church on Sundays, or perhaps you live really close to work and only drive a couple miles per day, there is a good chance that your vehicle does not get fully "warmed up" each time you drive it. This leads

to condensation that can form and collect inside your engine which may degrade your oil. This is one thing that is checked during oil analysis.

Contaminants		
Fuel Dilution	Soot	Water
% Vol	% Vol	% Vol
		<.1 - FTIR

Beyond water...oil is created by mixing a "base oil" with "additive packages". Think about it this way...Clark Kent and Bruce Wayne are just regular people, but give them a fancy outfit and some special powers or gadgets and you have a superhero that will protect the city. The additive packages are what change base oil into "super oil" that protects your vehicle. However, just as kryptonite will bring down Superman, time can be just as detrimental to the additive packages in oil. Keeping fresh oil in your vehicle on a routine basis will ensure protection of the various systems in your car.



Ultra Multis

Provide Overall Nutritional Support

Ultra Multis provide more than 86 life-sustaining ingredients in each tablet, including vitamins, minerals, antioxidants, phytonutrients, enzymes, herbs, amino acids and more.

The natural food foundation is the superfood/herbal base and super antioxidant/bioflavonoid blend.

ULTRA MULTIS MAY NUTRITIONALLY HELP

- Boost energy*
- Protect your heart*
- Support mental focus*
- Combat stress and fatigue*
- Strengthen immune system*
- Balance mood*



ALTRUM Ultra Multis

Stock#	Unit
DNU01	EA (1) 180 ct.
DNU01	CA (6) 180 ct.

Stock#	Unit
DWI01	EA (1) 180 ct.
DWI01	CA (6) 180 ct.

Experts report the standard American diet is likely inadequate in supplying all of the nutrients needed for optimal health.

ALTRUM Multis are an exceptional way to ensure you are getting all of the nutrition you need.*

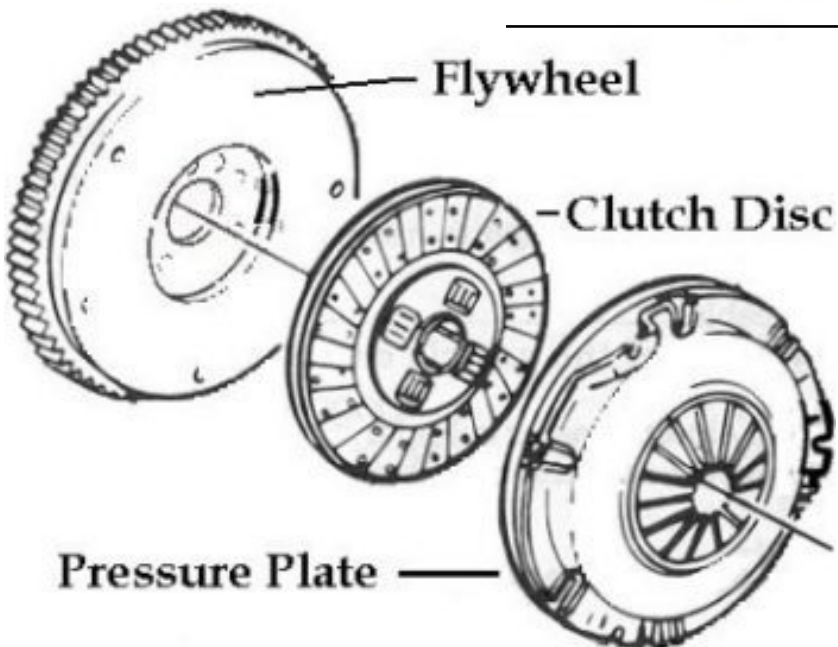
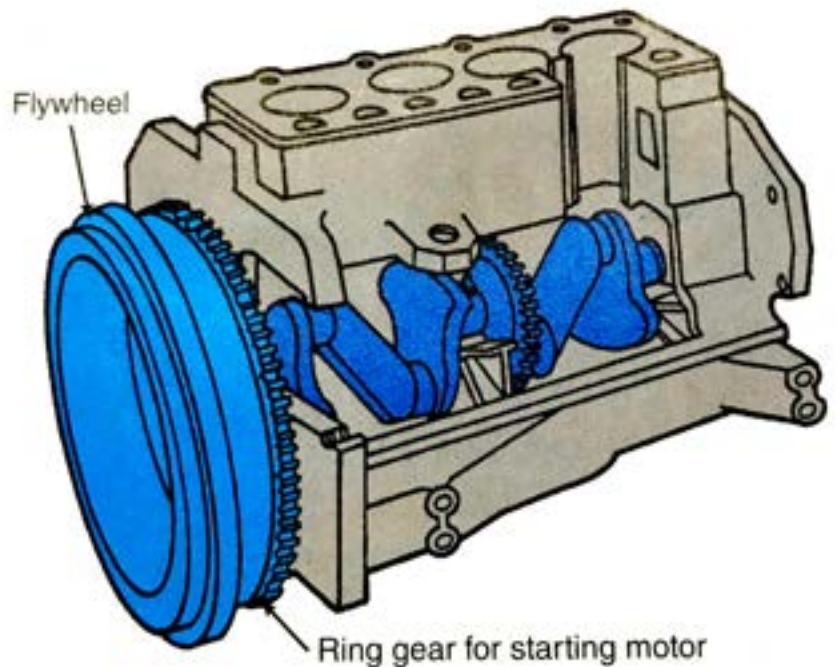


Diesel Digest - Flywheels

The pistons do not supply a smooth continuous flow of power to the crankshaft. Instead, they provide individual power pulses that result in a rough, jerky turning motion. This thought reminds me of riding on an antique tractor over a recently plowed field. To compensate for the rough, jerky motion, a flywheel is used to store some of the kinetic (motion) energy of the power strokes within the engine.

Flywheels are large, flat disks and are usually made of heavy cast iron or steel (see picture at top right). The flywheel uses its momentum to push the pistons during the exhaust and compression strokes. Heavy flywheels can store more energy than light flywheels.

The rear surface of the flywheel may be ground smooth and used as one of the contact surfaces for the clutch disks.



The ring gear for the starter motor is an integral part of the flywheel assembly and the flywheel housing is mounted to the cylinder block. It supports the starter motor and protects the clutch or torque converter.

Some diesel engines are rigidly coupled to heavy loads that serve the same purpose as a flywheel. These installations include generator set armatures, torque converters, and large fans and propellers.

Shop Talk...

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

Summer is finally here! But as someone wise once told me...a house is a hobby. There is always a project to be done or maintenance to perform. Over the last 10 days I have taken a look at 10 different building projects across the Omaha metro area. There are three things that are in common with all of these projects.

#1 - The existing project (deck, fence, siding, etc) are all old and in need of replacement.

#2 - The preventative maintenance has not been done over the years, which has lead to an amplified degradation of the materials.

#3 - Had the preventative maintenance been on a routine basis, the lifespan would have been extended by up to 10 years on many of these projects.

The same can be said about your vehicle. If you perform the routine maintenance with quality synthetic lubricants, the lifespan of your vehicle will be dramatically increased and the cost of repairs will be significantly reduced.

Come find us at
the Amsoil 45th
Anniversary
Convention in
July!

Dealer's Zone

By Don Olson
ZO #4901

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** One Year

\$25* \$37** Auto Renew (Per Year)

\$120* \$180** Five Years

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 fee.

*With direct deposit or a reloadable Visa card.

Something BIG is Coming

What is it? Join us this summer in Duluth, Minn. to find out, and help us celebrate the 45th anniversary of the AMSOIL Dealer network. The events begin with the optional AU Business Summit on Wednesday, July 18, where you'll receive training on the latest AMSOIL products and learn new business-building strategies. The AMSOIL 45th Anniversary Convention will kick-off Thursday, July 19 and include two-and-a-half days of speakers, events and fun. Come together with AMSOIL Dealers from across the U.S. and Canada as well as AMSOIL corporate staff. Find out more and register at amsoil45.eventbrite.com.

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