

Olson Marketing Monthly

July 2019 - Issue #95

in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Amsoil Monthly Highlight: Business Opportunities

Are you a preferred customer?

If the answer is "Yes" then keep reading.

Have you had an opportunity to experience the benefits of Amsoil products in your vehicles or equipment?

If the answer is "Yes" then keep reading.

Are you interested in generating a second income or transitioning into a new career opportunity?

If the answer is "Yes" then keep reading.

This month, I (Jon) will have been an independent Amsoil dealer for 8 years.

This month, Don will have been an independent Amsoil dealer for 43 years.

Amsoil provides an opportunity for individuals, such as myself and Don, to generate a second income or even replace an existing income with a new one. However, I want to be clear in saying that Rome wasn't built in a day. This is a real business that requires real work and a substantial amount of time to build. If you are interested in getting more information, please contact myself (Jon Olson) or Don Olson (information below) to talk about the opportunities available.

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Dealer Contact

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Congratulations:

New Commercial Accounts

Wilkens Construction Inc.
Waverly, NE

New Preferred Customers

Shaun Craig
Omaha, NE

New Catalog Customers

Ian Kubista
Havelock, NC

Victor Delgado
Emporia, VA

Tyler Thiellen
Lincoln, NE

Alen Pepic
Mohegan Lake, NY

John Elder
Bellefonte, PA

Ken Bruce
Van Alystne, TX

Ken Wurzelbacher
Cincinnati, OH

Aron Wilds
Lincoln, NE

On The Road With A 2019 Jeep Compass

This past June I traveled down to South Padre Island with my family. We decided to drive because we are too cheap to fly. Let me rephrase that...We choose to drive 18 hours as we enjoy the open road and each other's company for extended periods of time. This also provided me an opportunity to do a little research on our newly purchased 2019 Jeep Compass.

In last month's newsletter ([Issue #94 - June 2019](#)), I shared with you that we purchased a new vehicle to replace our 2008 Hyundai Elantra that my son will be driving this fall. We wanted to purchase it at least 6 weeks in advance of our trip to South Padre Island so we could get comfortable driving it, learn any quirks of the vehicle, and perform any preventative maintenance tasks prior to our trip. Thus, is why I shared the [2019 Jeep Compass Lubrication System Service](#) video with you last month.

Texas State Highway 130, also known as the Pickle Parkway has speed limits up to 85 miles an hour. We have driven this route several times over the last 10 years and in our 2008 Hyundai Elantra and our fuel economy (Miles Per Gallon) increased at these higher speeds. With the 2019 Jeep Compass, I found the same to be true. Since April, when we purchased the vehicle, we have filled up 16 times and in total have averaged 25.9 miles per gallon. Driving at this higher speed increased our fuel economy to 27.5 miles per gallon.



Continued on next page...

On The Road With A 2019 Jeep Compass

If I eliminate the fuel tanks that were run during April and May, thus solely accounting for miles and speeds driven to and from South Padre Island, the fuel economy still increases from 26.9 mpg to 27.5 mpg. The biggest killer of my fuel economy though was driving through the larger cities with traffic and construction areas.

If you are still reading this at this point you may be asking yourself, "Why is this guy keep talking about miles per gallon?"

Jeep identifies this vehicle as getting 22 mpg in the city and 30 mpg on the highway. During the first month (April) we owned this vehicle, we ran it on the factory OEM oil. Additionally, it was also my wife driving the vehicle with no passengers. During this time we solely put "city" driving miles on it and averaged 22.9 mpg, above the factory rated number of 22 mpg.

At the end of April I performed the oil change and installed [Amsoil Signature Series 0W-20 Synthetic Motor Oil](#). During the second month (May), my wife drove the vehicle under similar conditions, no passengers in the city. We averaged 24.4 mpg...well above the rated 22 mpg.

With regard to highway miles. Manufacturers typically test vehicles under ideal conditions with one person in the vehicle. Calculating solely highway fuel economy, we averaged 26.9, well below the factory rated 30 mpg.

However, we also had 750 lbs of people and luggage driving predominately on the highway but going through multiple cities and construction sites along the way.

The overall average that Jeep rates this vehicle at is 25 mpg. To date, we have averaged 25.9 mpg, above what we should be getting for fuel economy. Perhaps [Amsoil Signature Series 0W-20 Synthetic Motor Oil](#) has increased the lubricity to the point of decreas-

ing the negative effects and energy loss from friction caused by the mechanical parts rubbing on each other.

After 1200 miles and 18 hours of driving over two days we finally arrived in South Padre Island, Texas. The beach and ocean was a welcome view.



The Altrum Minute

New **Whey Protein Powder** Offers **24 Grams** of Protein

Chocolate Whey Protein Powder (ALPR) is the second in the new line of products available from ALTRUM.

Whey protein is considered to have the highest biological value (BV) of any protein source – superior in essential amino acid content to beef, milk, case in or soy.

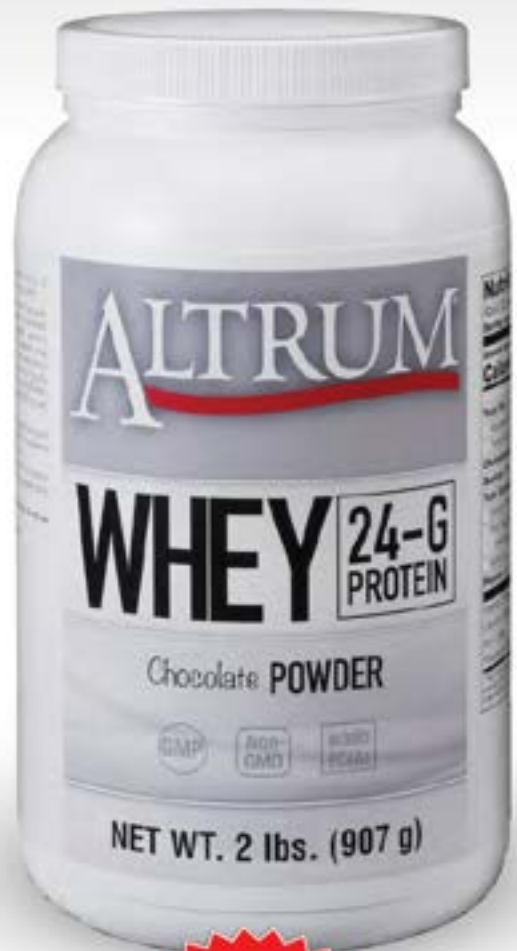
ALTRUM Chocolate Whey Protein Powder is a blend of three high-quality whey protein concentrates and isolates: ultrafiltered, microfiltered and enzymatically hydrolyzed (partially predigested). This blend of specially processed whey proteins is designed to maximize amino acid absorption and biological value (BV).

Not only is the new Chocolate Whey Protein Powder delicious, it has **2.5 times the protein of our previous protein drink**. It also brings you the power of branched-chain amino acids (BCAAs). We've added an extra 420 mg. per serving of glutamine, an amino acid.

Each 1-scoop serving provides more than 5,700 mg of branched-chain amino acids (BCAAs).

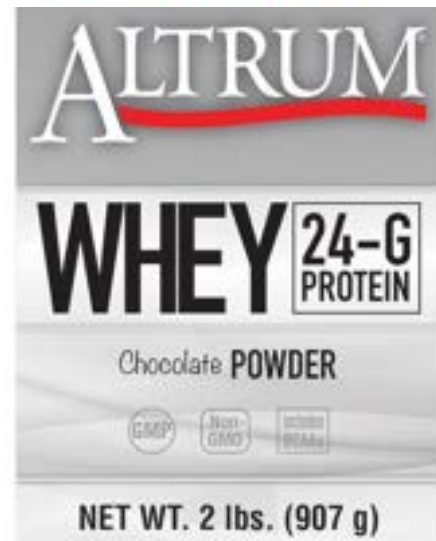
Natural color variation may occur in this product.

This product is sold by weight not volume.



2.5
X

MORE PROTEIN



Nutrition Facts	
About 22 servings per container	
Serving size 1 level scoop (42g)	
Amount per serving	
Calories	160
% Daily Value*	
Total Fat 2.5g	3%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 60mg	20%
Sodium 70mg	3%
Total Carbohydrate 8g	3%
Dietary Fiber 1g	4%
Total Sugars 2g	
Includes 1g Added Sugars	2%
Xylitol 4g	
Protein 24g	48%
Vitamin D 0mcg	0%
Calcium 181mg	15%
Iron 1.3mg	8%
Potassium 302mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: WHEY PROTEIN CONCENTRATE, XYLITOL, COCOA, NATURAL FLAVORS, WHEY PROTEIN HYDROLYSATE, WHEY PROTEIN ISOLATE, ORGANIC STEVIA LEAF EXTRACT, L-GLUTAMINE, SUNFLOWER LECITHIN, XANTHAN GUM. CONTAINS MILK AND SOY.

Typical Amino Acid Profile (example) (per serving)**	
Essential Amino Acids	mg Per Serving
L-Histidine	525
L-Isoleucine***	1458
L-Leucine***	2873
L-Lysine	2326
L-Methionine	558
L-Phenylalanine	849
L-Threonine	1790
L-Tryptophan	458
L-Valine***	1382
Non-Essential Amino Acids	
L-Alanine	1895
L-Arginine	663
L-Aspartic Acid	2777
L-Cysteine	458
L-Glutamic Acid	4326
L-Glutamine	420
Glycine	492
L-Proline	1353
L-Serine	1491
L-Tyrosine	881

**subject to natural variability

***Branched Chain Amino Acids



Shop Talk...

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

My wife is an avid runner and I have recently began tagging along...on occasion. As we were running on the beach last month I came across an old, empty quart of oil from some unnamed brand that floated ashore. I picked it up and put it where it belongs ... the garbage ... because nothing outperforms Amsoil!

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Subscribe to me on YouTube:

<https://www.youtube.com/insaneoil>



Dealer's Zone...By Don Olson, ZO #4901

There is still some confusion about changing to a different type of oil in vehicles, particularly older models that have accumulated many miles. A small group of ill-informed individuals believe that synthetics cause problems in old cars. Facts have since replaced these outdated ideas about synthetics causing engine problems.

The use of synthetic lubricants is growing rapidly because properly formulated synthetics offer benefits well beyond what conventional and synthetic-blend products provide. Many new passenger car and light truck vehicles come factory filled with synthetic lubricants – not just high-performance sports cars.

There are a couple ways to switch to synthetic motor oil for the first time.

- Jump right in and simply change the oil. Take your vehicle to your mechanic or the nearest quick lube and ask for Amsoil Synthetic Motor Oil. Or, dust off your drain pan and do it yourself. You don't have to do anything special to your engine first, and the synthetic oil isn't going to cause problems in your vehicle that weren't already there.

- Flush the engine first. Though not required, an engine flush more immediately removes sludge and debris accumulated over time.

The main difference between flushing your engine and a normal oil change to synthetics is the rate at which the built-up debris is removed from older engines. If you change to AMSOIL synthetic motor oil without flushing, for example, the detergents in the motor oil will clean accumulated deposits from the engine over subsequent oil changes. When you use AMSOIL Engine and Transmission Flush, the cleanup is more immediate and helps ensure the engine is clean and free of any accumulated contaminants.

We recommend using AMSOIL Engine and Transmission Flush if you want to give your engine a fresh start before switching to synthetic motor oil.

AMSOIL
The First in Synthetics®