

Olson Marketing Monthly

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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Amsoil Monthly Highlight: Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid

AMSOIL Signature Series Multi-Vehicle Synthetic ATF is engineered to outperform conventional automatic transmission fluids and exceed the performance requirements of most North American, European and Asian vehicles. This sophisticated formulation provides outstanding performance and protection in the severe operating conditions of today's most advanced transmission designs.

*Proven in 180,000-mile, Severe-Service Taxi Fleet Field Trial

*Protects Against Thermal Break-down

*Outstanding Wear Protection

*Cold-Temperature Fluidity & Friction Durability



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Congratulations: New Preferred Customers

Kenneth Smith
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Lewis Christman
Brandon, MS

Justin Debusk
Falls City, NE

Jerry Elfring
Lincoln, NE

Joel Houston
Lincoln, NE

Ryan Richardson
Lincoln, NE

Jean Robertson
Fallon, NV

Korey Rousseau
Plymouth, MA

Robert Sole
Winter Park, FL

Dale Stokes
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Tom Weston
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Master Cylinders and Brake Fluid

I purchased a new Master Cylinder for my 2001 Ford F150 as it has been showing signs of needing replaced for the last several months.

The Master Cylinder is a control device that converts force (from the driver's foot on the brake pedal) into hydraulic pressure. As piston(s) move along the bore of the master cylinder, this movement is transferred through the hydraulic fluid, to result in a movement of the slave cylinder(s). In the braking system on a vehicle, the operated devices are cylinders inside the brake calipers and/or drum brakes. They push the brake pads toward the surface that rotates with the wheel (typically a drum or disc) until the stationary brake pad(s) create friction against the rotating surface slowing down the vehicle.

Master Cylinders are mechanical devices that will fail over time. The official lifespan for a Master Cylinder is classified as "lasting as long as the car does". In reality, it typically does not make it that long. There are seals within the Master Cylinder that can become dried out and brittle as time goes by. The master cylinder may begin to leak due to these seals. Additionally, the constant use that is forced upon the Master Cylinder can wear out the various moving parts. The importance of the Master Cylinder to the functionality of the car's braking system cannot be understated. There are several key elements that you may notice if the Master Cylinder is beginning to fail:

- The brake light is on.
- Noticeable brake fluid leaks.

- Braking feels soft or spongy.
- It takes more effort to bring the car to a stop.
- Lower than normal brake fluid levels

When replacing a Master Cylinder it is important to perform a Bench Bleed process. This will allow for the manual introduction of brake fluid to the innards of the Master Cylinder. This process can be properly completed using multiple methods.

I produced an instructional video for Master Cylinder Replacement and Bench Bleeding for my 2001 Ford F150 using [Amsoil DOT 3 and DOT 4 Synthetic Brake Fluid](#).

Check it out clicking below.



The Altrum Minute - Tips for the Cold/Flu Season

- It's old news, but eating your fruits and vegetables really does help keep you well. Studies show that people who regularly eat a variety of fruits and vegetables get sick less often. The nutrients in them can help your immune system fight viruses and bacteria.
- Getting enough sleep can help your body resist viruses that can lay you low. Research tells us that getting enough sleep, 7-8 uninterrupted hours for most adults, helps restore your body's ability to fight off illness. If you sleep less than your body needs, you'll build up a sleep debt that you can't make up with naps or by sleeping in on weekends. Researchers advise getting to bed at a time when you know you can sleep at least seven hours.
- Research also has shown that there's power in a positive attitude to help keep you well. One study of law students showed that their immune systems kept pace with their thoughts about how tough school would be. When they felt better about school, they had a better immune system. When they were worried, their immune system slowed. The upshot: Looking on the bright side might better equip your body to fight illnesses.
- Covering your mouth can help stop the spread of the flu virus. Coughing, sneezing, or even talking near someone who has the flu can make you sick when droplets of the virus get into the air. And you can inhale these droplets from 2-3 feet away. If you're the person who's sick, stay home. If you must be around others, cover your mouth and nose when you cough or sneeze into your shoulder or the inside of your elbow. If you're healthy and suspect others around you are sick, stand at least 4 feet away. Also, since germs can live on hard surfaces like doorknobs for hours, wash hands frequently, and keep them away from your face.
- Some supplements may help boost your immune system. It's always best to get the vitamins and minerals your body needs from fresh, whole foods. But sometimes, we just don't eat the way we should. Experts widely agree that a good multi-vitamin may help support health, especially for people who may not get enough nutrition from food.

Research supports the idea that some specific vitamins and minerals can boost your body's ability to fight off infections. Vitamin C is widely believed to support immune health. Some other nutrients and minerals that research tells us have a positive effect on the immune system are vitamins D and A, zinc and folic acid.

- Exercise improves the way your body's immune system fights infection, according to the National Institutes of Health. That's because physical activity helps to flush bacteria out of the lungs and also increases your body temperature — a process that may prevent bacteria growth.

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