

Olson Marketing

Monthly

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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Amsoil Monthly Highlight: Severe Gear 75W-90

AMSOIL SEVERE GEAR® Synthetic Extreme Pressure (EP) Gear Lube is a premium-grade gear oil specifically engineered for maximum performance in severe-duty applications.

This state-of-the-art AMSOIL formulation features an exclusive blend of high-viscosity, shear-stable synthetic base oils and an extra treatment of high-performance additives.

AMSOIL SEVERE GEAR Synthetic EP Gear Lube maintains its viscosity for long-lasting protection against metal-to-metal contact.

The proprietary AMSOIL additives form an iron-sulfide barrier coating on gear surfaces, providing the ultimate line of defense against wear, pitting and scoring. AMSOIL SEVERE GEAR helps prevent "thermal runaway" — a phenomenon caused by a lubricant's inability to control friction and increased heat under high-stress conditions. By controlling thermal runaway, AMSOIL SEVERE GEAR Synthetic EP Gear Lube inhibits rapid lubricant degradation and component damage. Equipment runs better and lasts longer with AMSOIL SEVERE GEAR Synthetic EP Gear Lube.

Congratulations:

New Preferred Customers

Lloyd Smith
Lincoln, NE

Chad Ruten
McCool Junction, NE

Gabriel Velilla
Winter Garden, FL

New Catalog Customers

Cody Powers
Monroe Township, NJ

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Dealer Contact

Lincoln - Olson Marketing

Don & Peg Olson
ZO Referral# 4901
402-489-3930
<http://om.shopamsoil.com>
lubedealerdon@gmail.com

Omaha - Insane Oil

Dr. Jonathan D. & Stacey L. Olson
ZO Referral# 10458
402-990-7940 (text or call)
<http://insaneoil.com>
info@insaneoil.com



Cooling System Flush - DIY

A typical 4 cylinder vehicle cruising along the highway at around 50 miles per hour, will produce 4000 controlled explosions per minute inside the engine as the spark plugs ignite the fuel in each cylinder to propel the vehicle down the road. Obviously, these explosions produce an enormous amount of heat and, if not controlled, will destroy an engine in a matter of minutes. Controlling these high temperatures is the job of the cooling system.

The modern cooling system has not changed much from the cooling systems in the model T back in the '20s. Oh sure, it has become infinitely more reliable and efficient at doing it's job, but the basic cooling system still consists of liquid coolant being circulated through the engine, then out to

the radiator to be cooled by the air stream coming through the front grill of the vehicle.

Today's cooling system must maintain the engine at a constant temperature whether the outside air temperature is 110 degrees Fahrenheit or 10 below zero. If the engine temperature is too low, fuel economy will suffer and emissions will rise. If the temperature is allowed to get too hot for too long, the engine will self destruct.

The cooling system is made up of the passages inside the engine block and heads, a water pump to circulate the coolant, a thermostat to control the temperature of the coolant, a radiator to cool the coolant, a radiator cap to control the pressure in the system, and

some plumbing consisting of interconnecting hoses to transfer the coolant from the engine to radiator and also to the car's heater system where hot coolant is used to warm up the vehicle's interior on a cold day.

It is important to exchange old coolant with new to ensure the coolant is doing its job properly inside the engine. I performed this task in my driveway a couple weeks ago and it wasn't overly difficult. The existing coolant had been run for about 6 years and after conducting a pH test I determined that it needed replaced.

I filmed the process and created a tutorial video. Clicking on the video link below will take you to the entire tutorial.



The Altrum Minute - New Supplements

Have You Tried the New **ALTRUM** Supplements?

In March we revealed the plan to upgrade ALTRUM nutritional supplements, and we've been making good on our promise.

ALTRUM has introduced eight new products since then, and we have several more coming in the months ahead.

This update reflects our commitment to providing you the best products on the market. We update AMSOIL products regularly. We find new partners, identify new technologies and update our products with the latest improvements. This is no different. The old ALTRUM formulas were great, but things have evolved over time. We want to make sure you have the latest supplements so you can feel your best and get the best value. Your old favorites remain available while supplies last.

In addition to new packaging and formulas, many of the new supplements feature lower prices, along with a greater number of servings per bottle. As an example, the new Prostate Formula contains

a 45-day supply instead of 30, when taking the recommended dose of two soft-gels per day.

Chocolate Whey Protein Powder delivers 24 grams of protein per serving. **That's 2.5 times more protein** than our previous protein powder.

Supreme Probiotics delivers 25 billion CFU of live organisms to support your immune and digestive systems. That's 5 billion more CFU than our old formula.

ALTRUM supplements provide a unique opportunity for Dealers to improve and safeguard their health and that of their friends and family. Plus, the supplements are consumable, so they provide an easy way for you to increase monthly commission credits to meet your monthly minimum qualifications or reach new levels in the AMSOIL organization.

You get the supplements at wholesale pricing, earn commission credits on products you purchase and safeguard your health. It's a win-win-win.

Get to know our new supplements on the rest of the pages of this issue, and rest assured these products remain among the very best in the industry.



[Learn more at AltrumOnline.com](http://AltrumOnline.com)