

Olson Marketing

Monthly

August 2024 - Issue #156

The First in Synthetics

in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

Product Highlight

Marine Motor Oil

AMSOIL 100% Synthetic Marine Engine Oil

Specially engineered for marine applications. Durable formulation protects in severe conditions, from all-day trolling to high-rpm operation. Heavily fortified with advanced additives designed to prevent deposits, rust and corrosion. Use in gasoline-fueled four-stroke inboards, outboards, inboard/outboards and personal watercraft, including those made by Honda,* Mercury,* Yamaha,* Johnson/Evinrude,* Bombardier/BRP,* Suzuki,* Nissan,* Tohatsu,* OMC,* Volvo-Penta,* Mercruiser,* Chevrolet* and Ford.*

NMMA Certified

Certified by the National Marine Manufacturers Association (NMMA) for use in four-stroke outboard motors.

Demonstrates outstanding performance and meets the requirements of the NMMA FC-W Catalyst Compatible specification, which is backward-compatible with the FC-W specification.

[Learn More Here](#)

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About AMSOIL

Accounts & Membership Information

AMSOIL is a Direct Sales Organization. It is similar, but not the same as a Multi-Level Marketing (MLM) business.

AMSOIL Dealers work directly with AMSOIL, Inc. AMSOIL Dealers are not employees of AMSOIL. Dealers are the sales representatives for AMSOIL. Dealers are your one-to-one face of AMSOIL. Many Dealers can correctly answer questions you have regarding lubrication. Dealers are backed by AMSOIL Technical Services employees. Technical Services employees are highly trained regarding lubrication, especially lubrication products, especially lubrication products manufactured by AMSOIL Inc. (A U.S. Company).

Each AMSOIL customer account (Dealer, Preferred Customer, Commercial Account, Retail Account or Catalog (Retail) Customer) has been assigned a number when registering with AMSOIL. This number will be your number forever (whether you purchase one time or every month).

If you change your account type (EX: Catalog to Preferred Customer, or Preferred Customer to Dealer, Or ... maybe you open your own business - a garage to do maintenance or you become an independent Over-The-Road Trucker), AMSOIL has different accounts with AMSOIL's own perks for the account you qualify for; however, once you have an account number that will be your account number for life.

As a customer you should first look to the information available to you on the AMSOIL website (www.amsoil.com or www.amsoil.ca (Canada). If you have questions that have not been answered on the AMSOIL website, you can call, text, or email your assigned AMSOIL Dealer which you should have his/her contact information.

If you have not been contacted by your assigned AMSOIL Dealer you can get that information by contacting AMSOIL Customer Services with a free

call to 800-777-7094 Option 1. You should get most of the information you need from your assigned AMSOIL Dealer. AMSOIL will not contact you unless necessary (usually by phone or letter or occasionally by e-mail).

If you have a specific lubrication question you may contact AMSOIL Technical Services yourself by calling 800 777-7094 Option 3. Technical Services will ask for your name and account number before they answer your question.

When you are registered with AMSOIL you will have your own personal AMSOIL account webpage. Sign in at www.amsoil.com or www.amsoil.ca and your personal password. That page will have many answers regarding perks you have earned, used and much more. You can also update your account information (i.e. Address, E-mail, Phone number, ETC.)

More information next month!



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What is Altrum?

Established in 1985, the ALTRUM Division of AMSOIL INC. offers high quality nutritional supplements designed to maximize health and nutrition. ALTRUM provides the same excellence in health products that AMSOIL first established for lubricants in 1972.

The ALTRUM Division was founded on Al Amatuzio's unwavering belief that good nutrition and a healthy lifestyle are vital to success.

Amatuzio's drive for enhanced nutritional products and insistence on high-quality ingredients remain the driving force behind the ALTRUM Division. The same principles of high product quality and performance that apply to AMSOIL products also apply to the ALTRUM line.

If you are interested in learning more, I recommend browsing their website.

AltrumOnline.com

Do You Own a Business?

Do you own a business and want to:

Use AMSOIL products in your vehicles/equipment?

or

Install AMSOIL products to your customer's vehicles/equipment?

or

Have AMSOIL products available for customers to purchase off the shelf?

There are variety of programs designed to boost your bottom line using or selling our industry-leading products in your own business.

If you own a business and:

You are wanting to install AMSOIL in your vehicles/equipment then you could be eligible for a Commercial Account.

or

You own a service shop and want to have it available for your customers, then you could be eligible for an Installer Account

or

You own a retail store and want to stock it on the shelf, you could be eligible for a Retail Account.

Click below for more info.



For Your Commercial Equipment

LEARN MORE



For Installation at Your Service Garage

LEARN MORE



For Sale in Your Retail Store

LEARN MORE



Why Isn't Amsoil Sold In Stores?

I want to take you back to 1972. A new oil has just been introduced on the market. This new oil claims to last eight times longer but is five times more expensive than everything else that has been on the market since the inception of buying oil to put in your vehicle.



This new product is widely rejected by the entire industry for a number of reasons:

1. The oil industry said it would be detrimental to the sales, when compared to telling people to change their oil every 3,000 miles or 3 months.
2. The oil industry did not believe that cars needed a "synthetic" oil.
3. The oil industry was satisfied with the status quo.
4. They didn't like the new product and called it "fake oil."

Initially, from 1968 to 1972, a variety of AMSOIL oil formulations were packaged and sold on the shelves of stores. However, the typical consumer would see two cans of oil sitting next to each other on the shelf. One can would cost your typical \$0.80 and the other can would cost \$4.00 each. Not knowing the difference people would think, "It's all motor oil" and purchase the cheaper product. This led to slow sales.

In 1973, Al Amatuzio (founder of AMSOIL), decided to shift tactics. Knowing the slow sales were a direct result of a lack of awareness and education about synthetic motor oil, Amatuzio established an independent dealer network to sell AMSOIL products directly to customers and businesses. Thus (as previous noted on page 2 of this newsletter), AMSOIL transitioned from selling in the retail setting to a direct sales company.

The foundational goal of this transition was to educate consumers on the difference between the status quo (crude oil) and AMSOIL. Through educating consumers, they would be able to make better informed decisions on which oil they would like to purchase for their vehicle.

In a twist or irony, Mobil introduced its synthetic oil in 1974 and the entire oil industry (which formerly shunned synthetic oil technology), slowly came out with their own version of synthetic oil over the succeeding decades.

A common question is:

Now that people have been educated about AMSOIL and the oil industry has accepted synthetic technology, why not sell it in the stores?

1. Independence

AMSOIL values independence and entrepreneurship which allows them to avoid the demands of big-box retailers.

2. Service

Independent dealers can offer knowledge and service after the sale, which is often unavailable at big-box retailers.

3. Protecting business opportunities

AMSOIL wants to avoid giving large retail chains an advantage over smaller local businesses.

4. Educating Customers

AMSOIL is still the leader in the automotive lubricant industry. At AMSOIL, new products and technological advances continue. This requires continually educating consumers about innovation so they can continue to make informed decisions about their vehicle care and maintenance.



Shop Talk...

with Dr. Jonathan D. Olson, EdD
(Independent Amsoil Dealer #10458)

Last month, I briefly mentioned that this is the time to begin thinking about preparing your vehicles and equipment for winter. At the onset of the temperature dropping, mechanic shops find that they have an influx of vehicles that needed worked on. If you can "beat the rush" and get your vehicle checked over and any preventative maintenance tasks completed prior to that influx, it has the potential to save you from begin without a vehicle for days at a time.

One check that I highly encourage is to have the health of your battery checked. Mechanics and auto parts stores (such as NAPA or O'Reilly Auto Parts) have equipment that can tell if your battery is at the beginning, middle, or end of its life. Unfortunately, I did not take my own advise this last winter and ended up replacing the battery in 3 of my 4 vehicles. Every time a cold spell hit, one of my vehicles went down, requiring a battery replacement. As Murphy's Law states, if something can go wrong, it will. For this reason, I plan on having the battery in my last vehicle checked this month so I can plan for the possibility of replacing the battery if needed.

Another big item I encourage you to check is the health of your coolant. Proper cooling is essential and coolant at the end of its life can cause major disaster inside your engine.

Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Catalog Customers

Taylor Nieman
Sealy, TX

Lonnie Reese
Baytown, TX

Roberto Suaceda
Phoenix, AZ

Kyler Krug
Westminster, MD

Mike Jensen
Lincoln, NE

Steve Barrett
Paradise, NL

Terry Dubry Jr
Minneapolis, MN

Mary Russo
Orlando, FL

John Grella
Phoenix, AZ

Nicole Witlow
Boise, ID

Nathan Ngo
Urbandale, IA

Xavier Marcia
Metairie, LA

Joe Greenwell
Maysville, KY

Congratulations:

New Preferred Customers

Victor Wanchena
Osceola, WI

Morgan Oyler
Lincoln, NE

Matt Wilson
Lincoln, NE

John Donlan
Waverly, NE



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