

Olson Marketing

Monthly

April 2015 - Issue #44

Your Amsoil Information News Source

Amsoil Magazine

As a registered AMSOIL Dealer or Preferred Customer you should be receiving the AMSOIL MAGAZINE every month around the middle of the month. If you are not receiving this fact filled publication from AMSOIL please let me know and I will ensure you are on the list to receive the AMSOIL MAGAZINE.

Congratulations:

New Preferred Customers

Daniel Raper
Chesterfield, VA

Ronald Ward
Honeoye, NY

New Catalog Customers

Jordon Sanchez
Plattsmouth, NE

Kevin Christiansen
Lincoln, NE

Modesto Torrez
Phoenix, AZ

Product Highlight

It's racing season again. If you are running a [Briggs & Stratton](#) engine on your race vehicle. AM-SOIL has built an oil specially for that engine. Check it out!!! There's no reason to 'blow' an engine using an inferior oil ... yes, and many of them are inferior. Get the edge. Get the 4T racing oil from AMSOIL for your [Briggs engine!!!](#)



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Check it out by clicking
[HERE](#)

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Outstanding Protection



Victory® and Indian® Motorcycles

Victory® and Indian® motorcycles have stormed the market in recent years, presenting riders with American V-Twin bike options beyond those offered by Harley-Davidson®.

Victory is the second-largest seller of heavyweight motorcycles. Riders value the modern look, innovative features and premium quality of Victory motorcycles, as well as the opportunity to showcase their rebellious attitudes and individuality.

Indian is a classic American motorcycle brand, relaunched in 2013 with bikes that incorporate a classic look with modern features. Riders value the classic look, premium quality and attention to detail offered by Indian, as well as the American spirit inherent in the brand.

New [20W-40 Synthetic V-Twin Motorcycle Oil](#)

Much like Indian and Victory owners, AMSOIL values performance and individuality, setting itself apart from the competition by manufacturing the most advanced, highest performance lu-

bricants on the market. New [AMSOIL 20W-40 Synthetic V-Twin Motorcycle Oil \(MVI\)](#) is formulated to provide premium protection for Victory and model-year 2013 and newer Indian motorcycles. It is the only full-synthetic [20W-40 motorcycle oil](#) on the market, presenting riders a premium alternative to Indian- and Victory-branded semi-synthetic oils. Indian and Victory motorcycles incorporate a shared sump, and [AMSOIL 20W-40](#) is formulated to provide outstanding protection for engines and transmissions. It is absolutely shear stable, keeping motorcycles well-protected even in extreme heat conditions.

[AMSOIL 20W-40 Synthetic V-Twin Motorcycle Oil](#) provides peace of mind, confidence and security by eliciting maximum performance out of bikes and delivering second-to-none protection in even the most severe riding conditions. It offers the following premium protection and performance benefits:

- Delivers excellent wear protection
- Reduces friction and heat, keep-

ing bikes running cool

- Helps prevent damaging sludge and carbon deposits
- Provides extreme-pressure protection for gears and chains
- Delivers excellent wet-clutch performance
- Catalytic-converter compatible

Applications

[AMSOIL 20W-40 Synthetic V-Twin Motorcycle Oil](#) is recommended for use in air- or liquid-cooled Victory, Indian and other four-stroke motorcycles calling for a 20W-40 motor oil. It meets API SM and JASO MA specifications, providing outstanding protection for engines and transmissions.

Change Intervals

[AMSOIL 20W-40 Synthetic V-Twin Motorcycle Oil](#) is recommended for up to 2X the motorcycle manufacturer-recommended change interval or one year, whichever comes first.

Altrum Dares to Compare - Part 6

Learn more at:

AltrumOnline.com

ALTRUM A.J.'s Male Power costs less than Herbalife Male Factor 1000. Male Power includes more healthful ingredients than the competitor, without any artificial colors.

[A.J.'s Male Power](#) is a breakthrough premium product designed for men who want to nutritionally promote healthy male potency* and stamina.* A unique formulation of twelve super nutrients provides optimum masculine nutritional support to help maintain youthful male vigor.*

Male Power contains premium quality Siberian ginseng, damiana, sarsaparilla, saw palmetto, oyster extract, gotu kola, cayenne, bee pollen, royal jelly, raw prostate, raw testicular, zinc and histidine.

Suggested Use: For best results, take two or more tablets daily, preferably with meals. Further enhance this product's performance by using one of the [ALTRUM Ultra Multis](#).

BENEFITS	HERBALIFE MALE FACTOR 1000	AJ'S MALE POWER
BLEND OF KEY INGREDIENTS	0.380g	1.289g
VITAMINS AND KEY INGREDIENTS	7	13
FREE OF ARTIFICIAL COLORS	NO	YES
Price	\$35.00	\$14.70

Information from Herbalife.com
Copyright © 2014 Herbalife International of America, Inc.
As of 2/15/2014 (Prices and Formulations may be subject to change)

Grow with AgGrand

Just like humans, animals are healthier and feel better when they eat nutrient-rich foods. When wild animals are offered a food source that provides greater protein levels, they will favor that food source over others. That's what makes food plots so powerful. Proper seed selection coupled with effective soil preparation greatly increases protein levels over natural forage. Learn more at AgGrand.com.

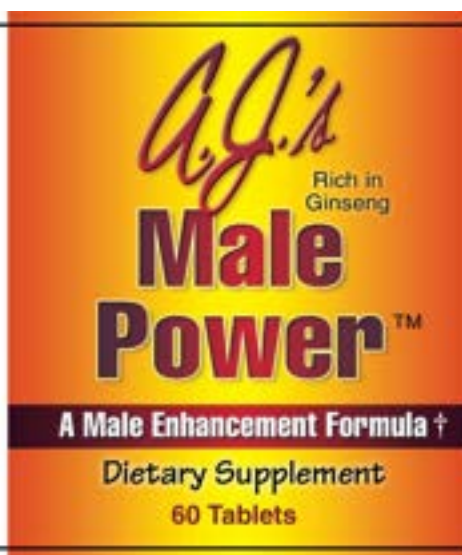


Suggested Use: For best results take 2 tablets or more daily, preferably with meals. This product's performance can be further enhanced by using one of the ALTRUM Ultra Multis.

A.J.'s Male Power Formula is an exclusive blend of nutritional factors specifically developed to provide optimum masculine nutritional support.†

Contains oyster extract nutrients.

†This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Supplement Facts

Serving Size 2 tablets
Servings per Container 30

	Amount per Serving	% Daily Value
Zinc (as zinc gluconate)	15 mg	100%*
Proprietary Male Power Blend	1.285 g	**
Damiana (leaf), Eleuthero (root), Bee Pollen, Saw Palmetto (berry), Histidine, Orchic powder, Prostate powder, Sarsaparilla (root), Gotu Kola (herb), Oyster Meat extract, Cayenne (fruit), Royal Jelly		

* Daily Values are based on a 2,000 calorie diet.
** Daily Value not established.

Other ingredients: Vegetable stearate, dextrose, plant cellulose, cellulose gum, silicon dioxide.

Distributed by ALTRUM Nutrition Div. of AMSOIL INC.
Superior, WI 54880 (715) 392-7101
Product Code DMP-01

Shop Talk with Jon Olson

This month I will be participating in a school fundraiser where myself and 30 other teachers and students will be performing the annual maintenance on lawn mowers. It is estimated that we will be servicing around 250 lawn mowers throughout the day. As we were planning for this event there came a point when we needed to make a decision on oil. Some engine manufacturers recommend conventional oil, others recommend synthetic, and some even recommended their own special oil concoction. The biggest challenge is that we do not know what types of (and how many) mowers will be dropped off.

Knowing that Amsoil has products for pretty much any type of mechanical system I started doing some research. In doing so I found out that the applications for [Amsoil's Formula 4-Stroke 10W-30/SAE 30 Small Engine Oil](#) include virtually all common equipment brands and manufacturers for lawn mowers. Furthermore, after comparing the cost of purchasing Amsoil's Oil compared to purchasing varying quantities of different types of other oils (synthetic, conventional, their own concoctions). The cost per mower for using Amsoil ended up being 17 cents cheaper if we used Amsoil. When calculated out, we will end up saving nearly \$50 by using Amsoil. On top of all that we have the confidence of using a premium quality product that will protect the engine better than the manufacturer's recommendation.

Dealer's Zone

By Don Olson ZO#4901

DEALERS ONLY

From "How to Administrate your AMSOIL Business" (9/14) G1306 (T-1 Certification Series—Book 2) on page 5 it states:

If you fail to renew by the indicated registration date, your Dealership will lapse and all privileges relating to that Dealership will be cancelled. Any Dealers in your personal group and any personally registered commercial and retail accounts will move up the line of sponsorship.

If you renew after your registration date and want to restore your down-line group, you must petition your sponsor for their return. Call the Registration and Renewals Department at AMSOIL and request a Return of Down-line form.

If your sponsor agrees to return your group, your Direct Jobber must also give approval by signing the form. A \$25 fee is required to complete the transfer. This fee is in addition to your Dealership renewal. The return of your down-line group does not entitle you to any commissions earned by your down-line group during the period your Dealership was terminated.



New Products for V-Twins Expand Motorcycle Market

[AMSOIL Synthetic V-Twin Transmission Fluid \(MVT\)](#) and [AMSOIL Synthetic V-Twin Primary Fluid \(MVP\)](#) are purpose-built for bikers who shy away from using a motor oil in their motorcycles' transmissions or primary chaincases. Their introduction establishes secondary product recommendations in these applications, giving customers more options and helping Dealers reach a previously inaccessible segment of the market. The main recommendation for motorcycle transmissions and primary chaincases remains [AMSOIL Synthetic Motorcycle Oil](#).

