

# Olson Marketing Monthly

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## Your Amsoil Information News Source

### Diesel Recovery Emergency Fuel Treatment

AMSOIL [Diesel Recovery](#) (DRC) is an emergency diesel fuel treatment that dissolves the wax crystals that form when diesel fuel has surpassed its cloud point. Diesel Recovery liquefies gelled diesel fuel and thaws frozen fuel filters, avoiding costly towing charges and getting diesels back on the road.

#### Fast Fuel Recovery

Diesel applications operating in extremely cold environments face some unique challenges. As the temperature drops, wax naturally found in diesel fuel begins to form crystals. The point at which wax crystals form is known as the cloud point. These wax crystals can eventually clog the fuel filter and starve the engine of fuel, preventing it from starting or even stalling out a running engine.

AMSOIL Diesel Recovery quickly dissolves gelled fuel to allow the operator to continue driving with minimal downtime. Diesel Recovery separates the molecular bonds of wax crystals that have agglomerated in diesel fuel. It thaws frozen fuel filters and reduces the need for a new filter,

saving money and preventing an inconvenient trip to an auto parts store.

- Quickly Dissolves Gelled Fuel
- Thaws Frozen Fuel Filters
- Performs Well in ULSD, Off-Road & Biodiesel
- Alcohol-Free
- Non-Corrosive



#### Note:

One 30 oz bottle of Diesel Recovery treats 30 gallons of fuel.

### Heavy Duty Metal Protector

[HDMP](#) is fortified with special rust and corrosion inhibitors.

HDMP is ideal for motorcycle, ATV and bicycle chains. Does not sling off or attract dust.

Excellent lubricant for chains found on agricultural equipment routinely exposed to soil and moisture.

Many more uses around the home, farm or business. (Spray can applications)

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### AMSOIL MP and HDMP

Skip to "Shop Talk with Jon" (page 4), to read how well it works.



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## Ask the Dealer

**When switching over from factory brake fluid to AMSOIL brake fluid, are there any special considerations that need to be taken?**

Answer:

AMSOIL Technical Services recommends that you bleed the old brake fluid out through the brake calipers (or cylinders), just as you would with traditional brake fluid. It is also noted that mixing AMSOIL [brake fluid](#) with other brake fluid is okay and will not hinder or damage your braking system.

**How can I purchase AMSOIL products?**

Purchase AMSOIL products online at [www.amsoil.com](http://www.amsoil.com) or call 1-800-777-7094. Make sure you utilize Don or Jon's ZO number located on page 1 of this newsletter.

You also have the opportunity to become a Preferred Customer and purchase AMSOIL products at wholesale cost, which is approximately 20 percent to 25 percent less than retail price.

In a hurry, or need a product now? Most AMSOIL products can also be purchased directly from Don Olson with no wait.

**Can synthetic oil be used in new engines?**

Yes. [Synthetic oil](#) is perfectly safe for use in new or high-mileage engines that are in good operating condition.

**I bought my wife a new car for Christmas. I want to use AMSOIL products but have been told by my mechanic that I should "break in" the engine with petroleum oil before switching. What is recommended by AMSOIL?**

Per AMSOIL Technical Services-AMSOIL Synthetic motor oils are safe to use during break-in periods. In fact, many vehicles – including the Dodge Viper and Chevrolet Corvette – are factory filled with synthetic oil.

**What is oil analysis?**

[Oil analysis](#) is a process for determining the chemical properties of a lubricant. It's often used to detect mechanical issues before major failures occur. Used oil samples are analyzed for specific physical properties, contaminant levels and wear debris from the equipment to determine if the oil can remain in service. Oil analysis can also monitor the wear rate of the equipment and detect if wear is elevated beyond acceptable limits. It is often used as part of a preventative maintenance program.

Stay tuned for the March Issue. We will be covering the growing trend of performing oil analysis as a part of regular maintenance programs.

**Where should questions, regarding warranty, be directed?**

Call the AMSOIL Technical Department at (715) 399-TECH (8324) with questions or issues regarding warranties.

## Reasons for Motor Oil Consumption

Information for Backyard Mechanics

### Worn or Damaged Main Bearings

Worn or damaged main bearings throw off an excessive amount of oil which flows along the crankshaft and is thrown up into the cylinders. The amount of oil throw-off increases rapidly when bearing wear increases. For instance, if the bearing is designed to have .0015" clearance for proper lubrication and cooling, the throw-off oil will be normal as long as this clearance is maintained and the bearing is not damaged in any way. However, when the bearing clearance increases to .003", the throw-off will be five times normal. If the clearance is increased to .006", the throw-off will be twenty-five times normal. When the main bearings throw off too much oil, the cylinders are usually flooded with more oil than can be controlled by the pistons and rings. This causes burning of the oil in the combustion chamber and carboning of pistons and rings.

In a conventional, full-pressure lubricated engine a large loss of oil at the main bearings may starve the downstream connecting rod bearings of lubrication to such an extent that sometimes, especially at low speeds; insufficient oil may be thrown on the cylinder walls. This will cause the pistons and rings to wear to such an extent that they will not be able to control the oil at high speeds. The effect of main bearing wear will be high oil consumption.

**More Next Month**

# All About Transmission Fluid

## Transmission Fluid Solutions & General Information

### Why does Automatic Transmission Fluid wear out?

Automatic transmissions create a lot of internal heat through friction. The torque converter, clutch plate engaging and the normal friction created by gears and bearings create friction within the transmission. Friction causes heat, and heat causes problems.

The normal operating temperature within the transmission is around 175 degrees. When it gets 20 degrees higher the fluid will effectively last about 50% of the recommended life, and if it reaches just 40 degrees higher, you can count the life expectancy at about ¼ the recommended change interval.

Normal drain interval is between 30,000 miles and 60,000 miles on the average. Changing more frequently is better than letting it go beyond 60,000 miles. (Or 3 to 5 years)

Remember heat is the destroyer of this liquid and every time you drive you build up heat in the transmission.

According to the Automatic Transmission Rebuilders Association, 90% of ALL transmission failures are caused by overheating. Most of these can be blamed on worn out fluid that should have been replaced.

### Car Talk Tip:

Unlike engine oil, transmission oil doesn't burn up. So if you're low on transmission fluid, you almost certainly have a leak.

If you don't change the transmission fluid on schedule, you'll be lubricating your transmission with metal shavings and other contaminants.

AMSOIL [Synthetic Multi-Vehicle Automatic Transmission Fluid](#) 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. Automatic transmissions have become increasingly complex as vehicle manufacturers strive to improve efficiency while satisfying consumer demands. Smaller smoother-shifting transmissions with longer fluid-life capabilities and heavier load capacities are now standard in modern transmission design. Traditional ATFs, however, are unable to meet these extreme requirements, and new fluids have emerged with each new advancement in transmission engineering.

AMSOIL Synthetic Multi-Vehicle Automatic Transmission Fluid:

Is fully fortified to extend gear life, has anti-shudder features, longer fluid life, seal conditioners, keeps internal parts clean, controls rust and improves hydraulic function.

AMSOIL Synthetic Multi-Vehicle Automatic Transmission Fluid also has exceptional hot- and cold-temperature performance—it's thermally stable! Cold-temperature fluidity is another attribute as well as outstanding wear protection and friction durability which lead to extended fluid service life.

AMSOIL manufacturers [Synthetic Fuel Efficient ATF](#), [Synthetic Manual Synchronesh Transmission fluid](#) and [Synthetic Manual Transmission and Transaxle Gear Lube](#); other special transmission fluids are available also. For more information go to [lubedealer.com/donolson](http://lubedealer.com/donolson) or [www.amsoil.com](http://www.amsoil.com) or just contact me and I will assist you in answering all of your questions.



**Stay Tuned for Future Fluids**

**Differential ..... Feb 2012**

## Automotive Lingo:

### CCA

CCA stands for Cold Cranking Amps for your automotive battery. CCA refers to the amount of current that the battery can produce when the electrolyte is cooled to 0 degrees Fahrenheit. Batteries which have a higher CCA number will produce greater electrical output under severe cold weather conditions than low-rated batteries.

Simply put, when it is really cold outside and you go to start your car and it struggles to turn over, it could mean that your battery has a low CCA rating. If the CCA's are too low, your vehicle won't start on a really cold day.

CCA should not be confused with CA (Cranking Amps). Some manufacturers market their batteries with the CA rating. This rating is calculated using the battery temperature at 32 degrees Fahrenheit rather than the CCA rating of 0 degrees.

If you live in cold climates or areas of the country that get really cold during the winter, I recommend ensuring your battery has a rating of at least 800 CCA. The price difference between a 590 CCA battery and a 880 CCA battery for my vehicle is \$28.00. I will gladly pay \$28.00 to ensure my vehicle will start this winter.

CCA ratings are typically located on the top of your battery.



## Don's Corner

with Don Olson

We would like to congratulate the new members of our team in the month of December.

Roy Chapman registered as a preferred customer and is using AMSOIL in his diesel truck.

North Georgia Heating and Air Conditioning of Wildwood, GA registered as a Commercial Account and will be saving money in their business by using AMSOIL products.

Harold Snethen a dealer in Northwest Kansas registered Don Esarey as an Independent AMSOIL Dealer.

Congratulations to all of you and we wish you all a very happy and PROSPEROUS New Year in 2012.

You too can register as an Independent AMSOIL Dealer, Preferred Customer, Commercial Account, or a Retail-on-the-Shelf Account.

Purchase at wholesale the products you want, when you want them, in the quantity you want and get them delivered to the address you want. You too can save time, money and maintenance by using AMSOIL products. Just notify Jon or Don (see page 1 of this newsletter) and we will get you registered for the account best suited for your use.

We will be your consultants.

## Shop Talk

with Jon Olson

When my wife and I purchased our first house, it was recommended to us to change the door locks. Listening to the wise advice we went to our local home center and found a multitude of choices for door locks.

The first thing we had to decide on was the color. Aged bronze, antique brass, pewter, polished brass, satin chrome, satin nickel, stainless steel, or white. It reminded me of what Henry Ford use to say, "Any customer can have a car painted any color that he wants so long as it is black." So much for the "good old days."

Moving on we had a plethora of styles, prices and brand names to choose from. We decided on the Kwikset brand mainly because it was on-sale (which means affordable...which means cheap). I like cheap prices.

This was five years ago. The locks still work today, however over the last year when retracting the dead bolt, it remains sticking out about a fourth of an inch. This is just enough to catch on the door framing making it very difficult to open the door. Not only is it annoying, it is also a safety issue (not being able to open the door if there was an emergency).

Because I like cheap prices, I couldn't justify replacing my lock-set with a new one. My solution was to spend less than \$6 on a can of [AMSOIL MP](#) (Metal Protector). I lubricated all the components of the lock-set and now it actually works better than it did when it was brand new.