

Olson Marketing Monthly

March 2012 - Issue #7

Your Amsoil Information News Source

MyAMSOILGarage™

Whether it is for work or play, there is room for all of your equipment in MyAMSOILGarage.

Take the guesswork out of scheduling maintenance for your vehicles and power-sports toys by letting the garage remind you what you did last and when to do it again.

Maybe you need to track which products you used with which piece of equipment? There is plenty of room in the Garage for your parts, and it is easy to order any AMSOIL products you need with one simple click.

And don't worry about running out of space – even if you have a whole fleet of equipment to track. You can add and organize everything quickly and run reports to keep everyone in your organization up to speed. There is an unlimited number of vehicles and other equipment, including motorcycles, ATVs, heavy-duty vehicles and more. The system is versatile enough to track any maintenance service imaginable, even services for which you are not currently using AMSOIL products.

Anyone can establish a free MyAMSOILGarage account by clicking on one of the following links:

[MyAMSOILGarage \(with Don Olson\)](#)

or

[MyAMSOILGarage \(with Jon Olson\)](#)

Installers and repair shops are a natural fit for this service. Not only does MyAMSOILGarage have the ability to store and track any type of maintenance activity, it has the added benefits of scheduling email reminders and printing or exporting total vehicle maintenance reports.

Commercial Accounts Tracking maintenance services is an important step in increasing efficiency and reducing costs for commercial accounts. MyAMSOILgarage allows maintenance managers to track all services, including those for which they may not currently be using AMSOIL products, in one easy-to-access place online.



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CONGRATULATIONS!

New AMSOIL Accounts in the
Month of Feb 2012

Star City Motor Sports

6600 N. 27th St.
Lincoln, Nebraska

Retail and Installer Account

Shawn Shoup

Lincoln, Nebraska

Preferred Customer

Dealer Contact

Lincoln

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Oil Analysis

AMSOIL provides [oil analysis](#) service options. By analyzing used engine oil, a qualified lab can detect mechanical problems your engine may have.

A single sampling analysis is useful in providing information when critical failure conditions exist. However, trend analysis is a better tool for estimating the useful life or overall condition of your engine or equipment. Trend analysis samples are taken and analyzed at regularly scheduled intervals. Comparing the most recent analysis to previous reports on a given machine shows the development of trends. Monitoring these trends enables early detection of internal abnormalities. Tested values falling within acceptable limits may show a pattern of subtle variance, which could signal a developing problem.

Machines of the same type will accumulate contaminants and wear at different rates. Performing trend analysis on each machine is the most effective method of giving you an internal look at your equipment and enabling you to deal with developing problems before they become catastrophic situations.



What can Fluid Analysis Program do for you?

Imagine being able to see exactly what's happening inside an engine, a gear- box or hydraulic system. **OIL ANALYZERS Fluid Analysis** is a preventive maintenance tool that provides a picture of both the fluid condition and the internal condition of a component or system without disassembly. OIL ANALYZERS Fluid Analysis will:

Extend oil drain intervals

Monitoring the condition of the oil optimizes drain intervals so that you get the most out of the fluid you're paying for. Fewer oil changes minimize maintenance costs and maximize uptime.

Extend Equipment Life

Monitoring system cleanliness and filtration efficiency allows you to keep your equipment longer and significantly reduce replacement costs.

Identify minor problems before they become major failures

State-of-the-art fluid analysis identifies dirt, wear particles, fuel dilution, and coolant-contaminants that can cause catastrophic failure or significantly shorten equipment life.

Maximize asset reliability

Testing and analysis ensures that units are up, running and making money.

Increase resale value

Analysis results provide valuable sampling history documentation that easily justifies higher equipment resale values.

E-mail or call us for more information.

Reasons for Motor Oil Consumption

Information for Backyard Mechanics

Worn Crankshaft Journals

Worn crankshaft journals will have the same effect on oil consumption as worn bearings. When they are worn out-of-round, they cannot be set up with round bearings to give uniform oil clearance. A bearing fit to the larger dimension of a worn journal will be loose at the smaller dimension and throw off many times the proper amount of oil. Journals which are out-of-round, rough or scuffed should be reground and fitted with under-size bearings of the correct size.

Distorted Cylinders

Cylinders which are distorted so that they are out of shape – not from wear, but from other causes, such as unequal heat distribution or unequal tightening of cylinder head bolts – present a surface which the rings may not be able to follow completely. In this case, there may be areas where the rings will not remove all of the excess oil. When combustion takes place, this oil will be burned and cause high oil consumption.

This information is reprinted from the following document:

AMSOIL TECHNICAL
SERVICE BULLETIN
TSB: MO-2004-04-03

More Next Month

Fluids Short

Fluid Changes in Review

Using conventional fluids you should always change according to the manufacturer's recommendations. When using AMSOIL synthetic lubricants, in many cases, you can safely extend beyond the manufacturer's recommendations without worry of voiding your warranty or damaging your vehicle. Click on any of the following titles to see the products AMSOIL offers in that category.

[Anti-Freeze/Coolant](#)

Some sources state that traditional coolant should be changed as often as once a year or 30,000 miles, whichever comes first (Auto Repair for Dummies By Deanna Sclar) while others state the extended life coolants can last up to 5 years or 100,000 miles (The Car Care Book By Ron Haefner).

AMSOIL Antifreeze will last up to 250,000 miles or 7 years. See Sep 2011 Newsletter for more information.

[Oil](#)

Manufacturers typically set oil change intervals, for crude oil, from 3,000 to 7,500 miles. It is pretty much unheard of for a manufacturer to ever recommend intervals over 7,500 miles.

AMSOIL offers their Signature Series 100% Synthetic Motor Oil that offers protection for 1 year or 25,000 miles. See Oct. 2011 Newsletter for more information.

[Brake Fluid](#)

You should bleed your brake fluid every year and replace it every two years whether you are running AMSOIL or conventional. See Nov. 2011 Newsletter for more information.

[Power Steering Fluid](#)

Power steering fluid should be changed every 60,000 miles or 4 years whether you are running AMSOIL or conventional. See Dec 2011 Newsletter for more information.

[Transmission Fluid](#)

Conventional transmission fluid should be changed every 30,000 miles for severe service, and 60,000 miles for normal service or 3 to 5 years.

AMSOIL transmission fluids are rated at 50,000 miles for severe service and up to 100,000 miles for normal service. In general they are rated for 2 times the OEM recommended intervals. See Jan 2012 Newsletter for more information.

[Differential Fluid](#)

Conventional Differential Fluid should be changed every 50,000 miles after the first 500 to 3,000 miles on new gears

AMSOIL synthetic gear oils are rated for 50,000 miles for severe service and up to 100,000 miles for normal service. See Feb 2012 Newsletter for more information.

Diesels

Why The Popularity?

Diesel trucks and passenger cars are popular for a variety of reasons, but primarily for the way the engine delivers power. Gasoline engines deliver power at higher rpm; anyone who ever burned rubber in a muscle car knows that you rev it up before you pop the clutch. Diesel engines, on the other hand, deliver their power almost at idle. As a result, diesels operate at lower engine rpm and higher torque. Higher gear ratios can be used, thereby improving power, efficiency and fuel economy. Because diesels generate peak power at lower rpm (2000-2100 for diesel vs. 4000 rpm for gas engines), they have a much longer service life.

The benefits of diesel engines have made them the most common "workhorse" in trucking, shipping, construction, farming and industry. Their adaptability to automobiles and small trucks has proven successful, and an increasing number of light-duty vehicles are equipped with diesel engines.

Amsoil offers a full line of Diesel Oils to ensure peak performance. Click on any link to learn more:

- [Premium API CJ-4 Synthetic 5W-40 Diesel Oil](#)
- [Premium API CJ-4 Synthetic 15W-40 Diesel Oil](#)
- [OE 15W-40 Heavy-Duty Diesel and Marine Motor Oil](#)
- [Series 3000 SAE 5W-30 Synthetic Heavy Duty Diesel Oil](#)
- [Synthetic SAE 10W-30/SAE 30 Heavy-Duty Motor Oil](#)

Automotive Lingo:

Fuel Filter

The fuel filter is a filter that is in the fuel line. The fuel line connects your gas tank to the engine. You can think of the fuel line as the road your fuel takes from the back of your car to the front of your car. Along the “fuel road” there is a toll booth called the “fuel filter”.

The purpose of the fuel filter is to screen out dirt, rust particles and other contaminants in the fuel. Every gas station has holding tanks buried in the ground. When you pump gas, a pump pulls the gas from the holding tank and puts it in your vehicle. There is always a small amount of sediment, AKA “crud”, sitting in the bottom of the holding tanks. How it got there is for another article. Nonetheless, when you pump gas, often times you will suck up some of the sediment. Now you have floating junk in your gas tank. The fuel filter’s job is to filter out any of that junk that got into your gasoline.

A good rule of thumb is to change your fuel filter after the vehicle is 6 years old, and then every 2-3 years, unless you frequently refuel in a “shady area” of town, then you might need to do it more often.



Don's Corner

with Don Olson

This month you have seen some new information dealing with OIL ANALYSIS of your vehicle's system. If you are interested in getting the biggest bang for your buck you should look into an AMSOIL system.

Here is the basic formula:

Become a Preferred Customer, Dealer, Commercial Account or Retail-on-the-Shelf (ROTS) registered account with AMSOIL, INC.

Secondly, whether you own a single vehicle or a fleet of vehicles switch them over to the complete line of AMSOIL products.

Thirdly, add a secondary filter system to all of your vehicles oil systems and don't forget to use the AMSOIL recommended Air filtration system.

Fourthly, begin to use Oil Analysis for an internal look at your vehicle's health.

Fifthly, Use MyAMSOILGarage to track your vehicle's maintenance and use the reminders!

Call or Email me for more information. I guarantee I can save you time and money with one vehicle or with your fleet!

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Shop Talk

with Jon Olson

I have found that as the cold winter months come to an end and springtime begins to show, engines are more likely to encounter head gasket failure. It is unclear as to why this occurs during early spring. It may have something to do with the increase in temperature or perhaps that driving style changes when there is no potential for ice on the road.

The head gasket is compressed between the engine block and the cylinder head. It seals in the internal combustion process and also keeps coolant and oil from mixing together as the fluids travel throughout the engine. Head gaskets themselves are not very expensive but it can take up to 8 hours just to get to the head gasket to replace it. Head gasket replacements can easily cost \$2000 or more.

Research and expertise indicates that the best way to prevent head gasket failure is to keep the cooling system in top working order. One simple check you can do at home is checking your coolant for proper freeze and boil-over prevention using a coolant tester, which can be purchased at any auto parts store. A better solution is to use [AMSOIL Antifreeze Test Strips](#). One additional check is to visually inspect the coolant for signs of rust or other crud that is floating around in there.

Lastly, any reputable mechanic will be able to conduct a series of other tests to verify your cooling system is in peak operating condition.