Olson Marketing
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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

No Better Time

There is no better time than NOW to ask about becoming an Amsoil Dealer and start your own business. Throughout this entire virus debacle Amsoil has remained open as it has been deemed an essential supplier to critical manufacturing sectors.

Even with much of the economy having shut down for the past couple months, Amsoil product sales have consistently increased when compared to previous years. This means that more and more people are depending on Amsoil to protect their equipment and vehicles.

Contact us to learn more about becoming an Amsoil Dealer.

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AMSOIL
The First in Synthetics

What's Inside This Issue?

Congratulations:

New Preferred Customers

Brian Delaware
La Habra, CA

Hannah Horn
Olathe, CO

Mike Boston
Lincoln, NE

Kaden Henry
Lincoln, NE

Pat Kroese
Milford, NE

Andy Wattley Williams
Lexington, SC

Kaleb Nixon
Valparaiso, NE

Trevor Klabenes
Chambers, NE

New Catalog Customers

Brandon Dubois
Lowell, IN

Steve Dona
Kirkland, WA

Michael Faria
Portsmouth, RI

Jaden Foster
Charles City, IA

Thomas Ponder
Choudrant, LA

Justin Bishop
Austin, TX

Jeff Walker
Clovis, NM

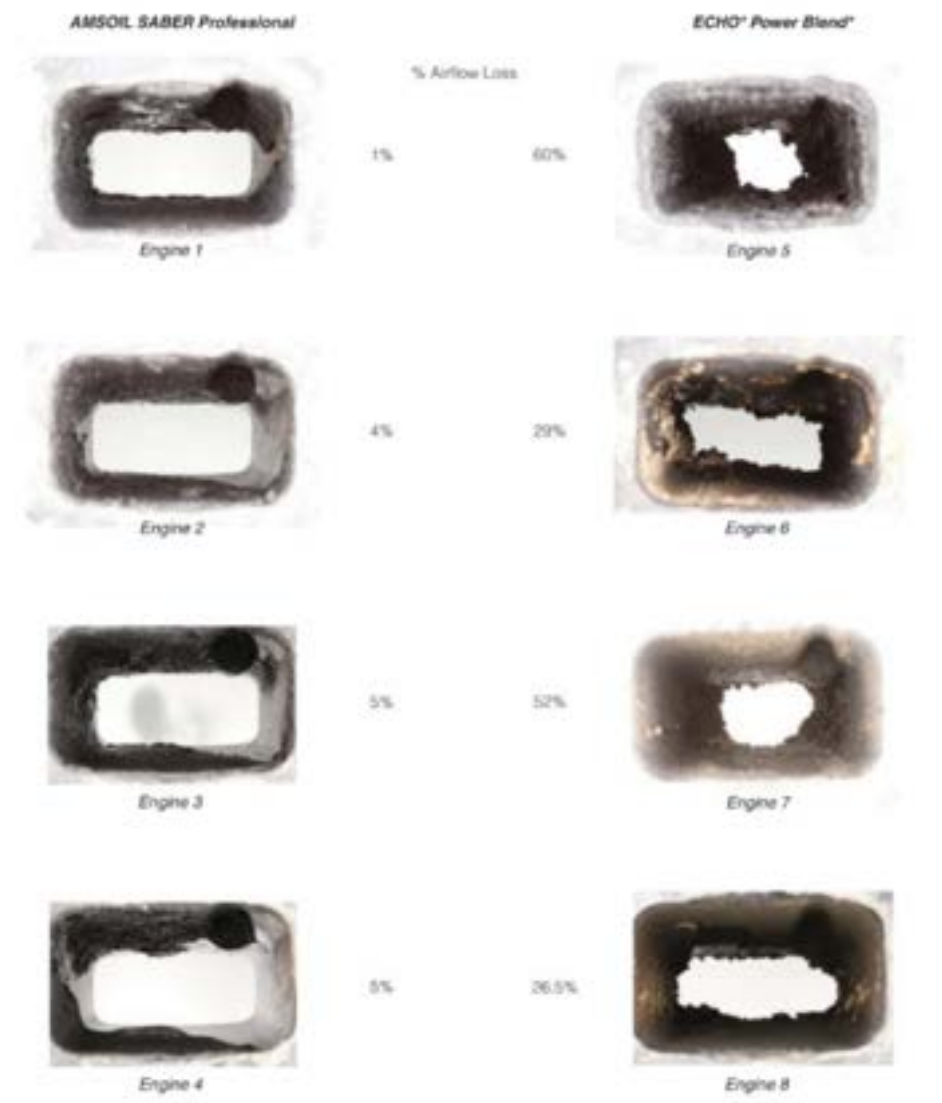
John Tucker
Lowville, NY

What Does Saber Professional 2-Stroke Synthetic Oil Actually Do? Part 2...continued from last month.

For an engine to run properly and produce maximum power, exhaust gasses must flow freely out the exhaust port during operation. Restricted exhaust causes rpm and power loss, starting difficulties and, eventually, failure to operate.

In a recent study, Saber Professional demonstrated low exhaust-port deposits. In contrast, all four exhaust ports on the engines using the manufacturer's specified oil suffered blockage, with two or more engines that were more than 50% blocked.

This particular study ran each engine for 300 hours. This is roughly the equivalent to a lawn and landscape service using their string trimmers for one season. Some companies will then throw their equipment away as it is sometimes cheaper to purchase a new string trimmer than pay the hourly rate to have it cleaned up or repaired.



Exhaust Port Service

As a homeowner, I don't like spending more money than I have to and if I can get 10 or more years out of a string trimmer just by running a different oil...count me in. Interestingly enough, Saber Professional at Preferred Customer Pricing ends up being almost the same price as many of the manufacturer specified oils. And this is comparing pricing at the 50:1 ratio. Saber Professional is guaranteed and recommended to be run at 100:1, saving you twice as much.

Oil Analysis - Ford F150

If you've been reading these newsletters over the past few years you already know that I am a huge advocate of Oil Analysis. There are a few key reasons I promote the practice. First off, Oil Analysis provides me a snapshot on the health of my engine. Secondly, it provides me a method to prove that Amsoil Oil is living up to it's claims (25,000 or 1 year). Lastly, my Oil Analysis reports saved me a $5000 engine repair on my 2008 Hyundai Elantra after the oil pump failed.

Each year I perform an Oil Analysis Sampling at the time that I do my yearly oil change. I then send the sample into a lab which analyzes the oil and provides me with information about both the health of the oil and the health of the engine.

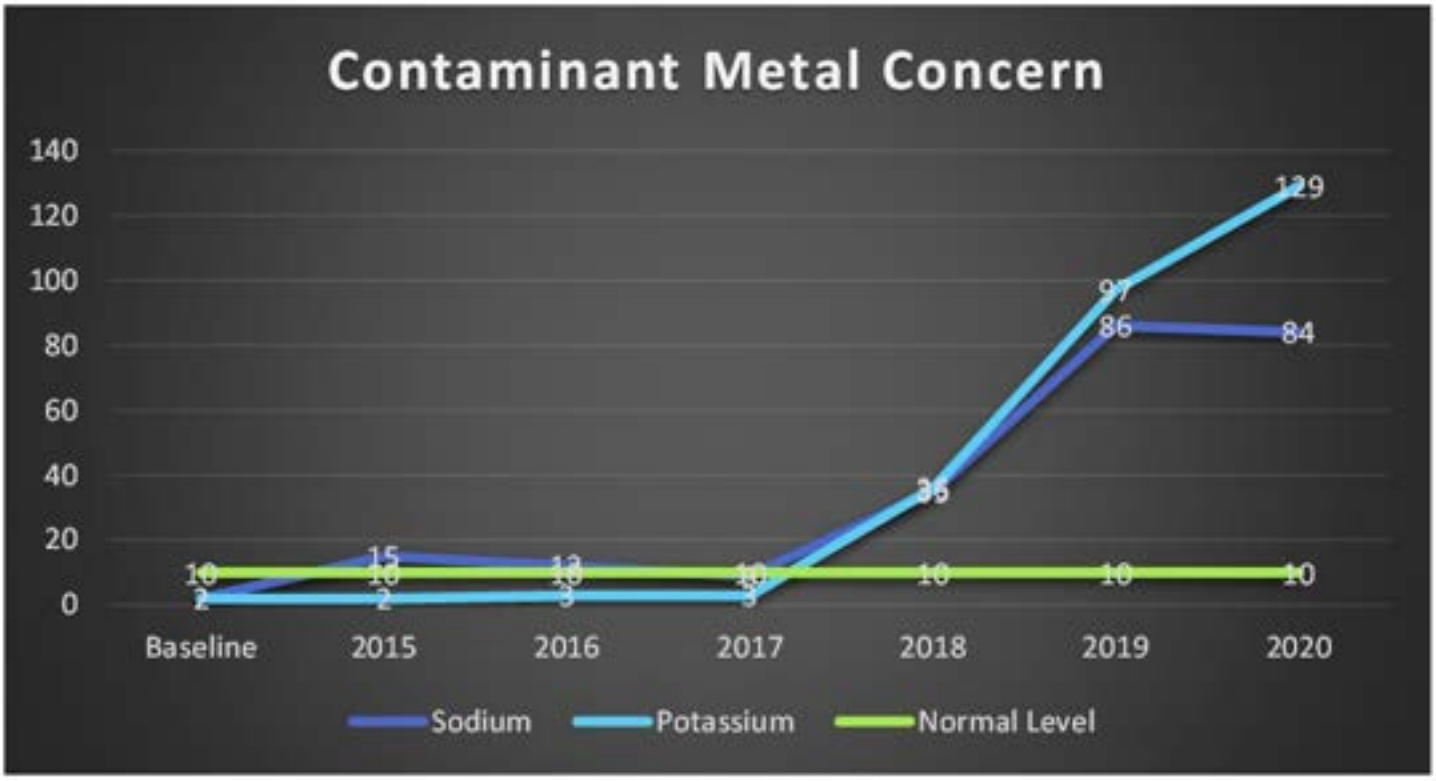
After performing my annual oil analysis in 2019 a concerning trend was identified with my 2001 Ford F150. It was noted that the Sodium and Potassium levels were gradually increasing over the course of running my F150 throughout the previous 6 years.

In 2019 an increasing trend of Sodium and Potassium were noted which are two elements specific to coolant. Thus it was concluded that there is a coolant leak on a microscopic level. In an effort to combat the increasing trend I added a coolant stop leak product and ran it through my engine for several months before flushing my cooling system and installing new Low Toxicity Propylene-Glycol Antifreeze and Engine Coolant. Based upon the data, sodium levels have remained consistent over the last year but the Potassium levels have continued to show an increasing trend. This is what I wanted to talk about this month.

As shown on the chart and in the graph below it is clear that the levels of Potassium are rising.

		Contaminant Metals (ppm)		
Sample #	Date Sampled	Silicon	Sodium	Potassium
1	Baseline	6	2	2
2	2015	14	15	2
3	2016	16	12	3
4	2017	12	9	3
5	2018	9	35	36
6	2019	13	86	97
7	2020	18	84	129

Let's take a little closer look at the Potassium increase. It is important to note that the sampling data reflects the total parts per million at each sample date. This does not account for driven mileage variances throughout each year.

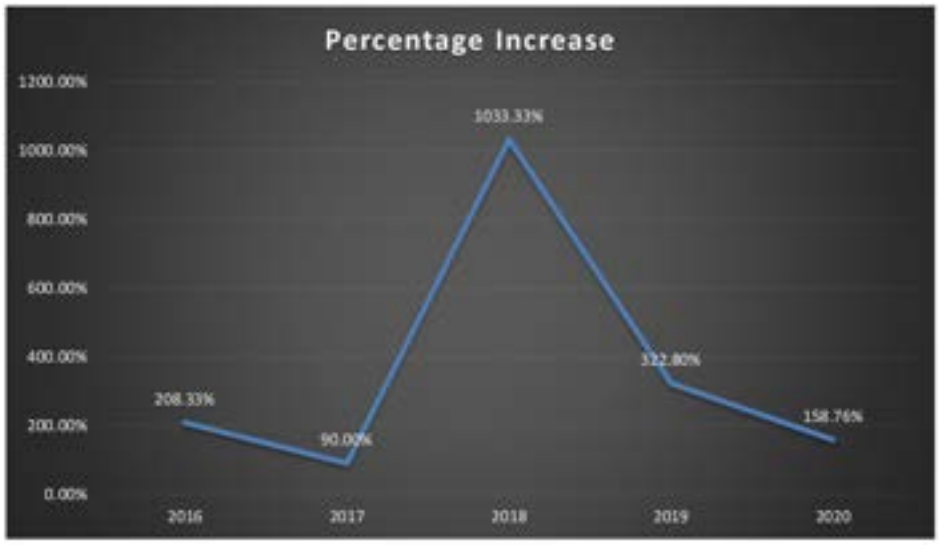


Oil Analysis - Ford F150...continued.

Sample	Potassium	Lube Time	PPM/Mile
Baseline	2	0	
2015	2	8200	0.00024
2016	3	6000	0.00050
2017	3	6700	0.00045
2018	36	7742	0.00465
2019	97	6464	0.01501
2020	129	5413	0.02383

Note. Lube Time = Number of miles vehicle was driven between sampling; PPM/Mile = Rate at which coolant is leaking each mile driven

By identifying each sample date and Potassium level measured we can compare those values with the total miles driven between samplings. After that we can calculate how much coolant is leaking for each mile driven throughout the entire year. We can then graph that data and visually see the rate of increase when miles driven is taken into account (shown below). It looks pretty bad...however, statistics can be a curious thing and they can tell you what you want to hear, as well as what you don't want to hear. It is clear that the coolant leak is increasing, even when we take into account the mileage variances. However, I want to know if my coolant leak is increasing in size at a constant rate. Essentially I want to know if the "hole" is doubling in size each year. After determining the percentage of increase for each year, we can calculate that the rate at which it is getting bigger is slowing down. I am going to install a coolant stop leak product this year again but run it for the entire year and see if I can more effectively slow the leak and lengthen the time before it needs to be repaired.



Shop Talk...with Dr. Jonathan D. Olson, EdD

(Independent Amsoil Dealer #10458)

Most people know that their vehicle needs motor oil to operate. Some may have even heard that it is the "life blood of your vehicle." But what is it really?

First off, it is true that it is the "life blood" of your vehicle, in addition to many other automotive fluids that ensure all of the systems operate correctly. However, oil keeps the engine from literally tearing itself apart whereas many of the other fluids in your vehicle just help things work properly.

Oil reduces friction caused by all the metal components rubbing on each other. Oil reduces heat by reducing friction. If there is no oil, the metal gets too hot and melts itself to...itself. Additionally, it cleans and protects the internal components of the engine from degradation caused by the harsh environment inside the engine.

A common question I get is, "What makes Amsoil better?" The short answer is, "Because it is." And that is good enough of an answer for some. The longer answer is that Amsoil is better because they engineer their oil to be better.

Motor oil is made from Base Oils and Additive Packages. The base oils are primarily responsible for fighting wear, removing heat, and minimizing friction. The inclusion of Additive Packages make a good oil better. This concept of combing different things together to make a better product can be seen in a variety of industries all around the world for thousands of years.

Although Iron has had widespread use for about 6000 years, in about 1800-1200 BC the Iron Age began, which is roughly defined as a part of the prehistory of a culture or region during which ferrous metallurgy was the dominant technology of metalworking. As the Bronze Age began to collapse new technologies with metallurgy allowed for the introduction of superior weaponry made from steel. By introducing small amount of carbon to the iron mixture it created a far stronger, more durable product.

This same concept is done today with Motor Oil. The Base Oils are the foundational materials and do a good job but when Additive Packages are introduced to the Base Oil, a new and far superior product is created.

The Additive Packages enhance motor oil performance. Additives combat chemical breakdown, neutralize acids, provide additional wear protection and more, depending on the formulation and application that it was engineered for.

Think of making a glass of lemonade. The "base liquid" of the formula is water but water alone doesn't make a very good glass of lemonade. You add lemon juice to the mixture and technically you have lemonade but you would probably be hard pressed to find someone that would want their thirst quenched by a glass of watered down lemon juice. Thus the lemonade mixture is not yet suitable for the purpose it was designed for; quenching your thirst. By adding sugar to the mixture you now have a tasty drink that is engineered for the application... quenching your thirst. Now let's take it a step further and instead of using artificially flavored lemon juice, we create our own lemon juice syrup from organically grown, field ripened, pesticide free lemons. We have now just made a better engineered product by utilizing better quality additive ingredients, not to mention that it is healthier for you.

In addition to utilizing different additive ingredients we can also modify the water (or base oil if we are talking oil). With our lemonade example we can use filtered water as opposed to well water or we could even go as far as using water that has been processed through a reverse osmosis purification system. We still have lemonade, but we've engineered a better product.

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