

Olson Marketing

Monthly

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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Product Highlight: Amsoil European Motor Oil

AMSOIL European Motor Oil meets and often exceeds strict European manufacturer specifications. Its shear-stable synthetic base oils and high-quality anti-wear additives provide outstanding protection in high-temperature conditions and deliver dependable performance throughout the long drain intervals recommended by European manufacturers.

AMSOIL European Motor Oil features precisely balanced formulations that consider the needs of modern exhaust treatment devices. Protecting

sensitive emissions systems depends on using the optimal blend of SAPS (sulfated ash, phosphorus and sulfur). AMSOIL European Motor Oil is carefully crafted in six varieties to ensure proper emissions system function.

The excellent oxidation stability, heat resistance and detergency properties of AMSOIL European Motor Oil help keep engines clean. It is specifically designed to prevent sludge and varnish deposits, reduce oil consumption, extend engine life and provide maximum performance.

What's Inside This Issue?

Sometimes things happenp. 2-5

Congratulations.....p. 6

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Sometimes things happen.

Oops, sometimes things happen. We had an incident last month that involved our 2008 Hyundai Elantra and a 2008 Ford Focus. While neither car "won", we were placed in a predicament on what to do. The last auto collision that I had to deal with was almost 20 years ago so I was unfamiliar with the process. At the request of the local law enforcement, the vehicle was towed to a local tow-yard since it was impeding traffic at the time of the collision. I arrived at the tow-yard a short time after the vehicle to retrieve some paperwork. At the time, I assessed the damage and was unsure how to proceed. That evening, I looked up local auto body shops in an attempt to get an estimate on the cost to repair it. Essentially, my question was, "Is this a \$1000 fix or a \$5000 fix?"

The current Kelly's Blue Book pricing is within the range of \$3000-\$4000. If you have been reading this newsletter for some time, you may remember that we had a new engine (under warranty) put into this vehicle at 90,000 miles. We have ran [Amsoil](#) throughout this vehicle since we purchased it in 2008 and have made an effort to take good care of the vehicle since its purchase. Although KBB.com indicated that this vehicle is only worth a maximum of \$4000, I would argue that it is in much better condition (inside and out, mechanically and aesthetically) than other 2008 Elantras on the road. So it came back to my question, "Is this a \$1000 fix or a \$5000 fix?"



I was able to get a hold of a company two blocks from the tow-yard and after my initial assessment of the damage to the vehicle, I made the choice to drive the vehicle the two blocks.

The engine started up fine, there were no dashboard warning

lights, everything sounded okay and there were no fluids on the ground. I wouldn't say the vehicle was "safe to drive", but I was only going up the street in a commercial district where there were no other cars on the side streets.

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Sometimes things happen...continued

The next day I spoke with an individual at One Stop Body Shop in Papillion. He seemed very knowledgeable and very genuine in what he was communicating to me. He has indicated that best case scenario, if we were able to reuse some of the old parts the repair could be as low as \$2500 but had said that just based on a visual inspection it could easily exceed \$3500. Knowing what I know about repair work (whether it be cars, houses, etc), I was pretty sure it would be on the upper end of the pricing spectrum... if not higher. Usually when you start "opening" something up, you find more issues that need to be resolved. Given that the repair would more than likely exceed the worth of the vehicle, I decided to bring the car back to my home and assess the damage in my garage, where I could have access to my tools and have plenty of time.

As I went through the process of taking pictures, removing parts, cataloging those parts, and researching the replacement cost of the parts, I determined that I might be able to perform this repair myself. However, having next to zero experience with body work, I was a little intimidated. At the same time though, I know enough about repair work that on the simplest level, you take one part off and replace it with a new part. The big challenge was going to be finding the replacement parts. I began calling around to salvage yards, searching Craigslist and Facebook for donor cars, and using Google, Ebay, and after market parts websites to track



down all of the required pieces.

It was a bit of a frustrating experience because my goal was to do this repair for under \$1000 and I would find leads that continually did not pan out. One person on Craigslist had a 2007 Elantra with a bad engine and great look-

ing body panels for \$600 but he would not respond to my e-mails requesting more information. Other Elantras were just listed for too much money. Even the Salvage yards were hit and miss.

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Sometimes things happen...continued

Unfortunately, at the salvage yards there were not many 2007-2010 Hyundai Elantras and the ones that they did have did not have much of usable components from the front of vehicles (example on right of one Elantra that I found). I began looking around at all the vehicles and noticed that most of the vehicles in the entire yard had fairly extensive front-end damage. I needed to find one with a good front end.

I then went to a salvage yard that I had never been to before, U-Wrench-It in Omaha. They had two Elantras that fit my year range. The first one had front end damage and was unusable. The second one was in near perfect condition (for a 12 year old salvaged car). I walked around it and couldn't figure out what it was doing in the salvage lot. Then I noticed the large hole in the side of the engine block. I knew the reason it was in there...they didn't run [Amsoil 100% Synthetic Motor Oil](#) and their engine blew up.

I proceeded to strip the entire front end of the car (taking lots of pictures in the process...see picture at right) and walked up piles of parts. \$216.14 later I drove away with almost all the parts I needed.

I still needed the wheel well covers and the external plastic bumper cover I got from the salvage yard had a small tear in it so I decided to purchase these parts new. I found the parts on [carparts.com](#) and although shipping was more than I wanted to spend, I had an



opportunity to make this car look like new again.

The car at the salvage yard was black, and my Elantra is blue so I ordered paint from [automotive-touchup.com](#). They blend the paint to match the factory color so it will be a match. Unfortu-

nately, with the Chinese Virus Fiasco it took 3 weeks to get the paint which put me behind my time line but I was still under my \$1000 budget goal which I was extremely happy about.

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Sometimes things happen...continued

Since I spent the money to have a new bumper cover and the paint to match the factory color. I decided to buy a set of Automotive Spray Guns. When I do construction during the summers I like to purchase one new tool with each project that I do. This was no exception.

The bumper cover was new but the fender was off of the salvaged vehicle. After a little prep work everything was looking pretty good. I don't think I would get hired as an automotive painter but in this scenario, I think I did a fair job.

While all of this was being done, I did go down to Thorpe's Body Shop in Papillion and have them put the Elantra on their frame machine as several of the components needed to be adjusted back into place.



The last step was reassembling everything back together. This proved to be a very time consuming task. Anytime a vehicle is in an accident, things move. Lots of things move. Even the slightest move on one body panel or

bracket will affect the positioning of the body panels around it. After a substantial amount of time and much effort, we were able to do a good job putting everything back together. It is now back on the road.



Before



After

The total cost of the repair (not including towing and my new automotive paint spray gun setup) was \$778.32. Would I do it again? I hope to never have to do this again but, at the same time, I would rather pay \$800 and utilize 80 hours of my time then spend \$4000.

Shop Talk...

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

I think I've talked enough in this month's newsletter so far. We are going to take a breather and congratulate the new Amsoil Opportunists and Enthusiasts over the last month. Amsoil is by far the best in industry and the best for your equipment.

Congratulations: **New Dealer**

Brian Devenney
Bensalem, PA

Dolton Story
Covington, IN

Congratulations:

New Retail Locations

Outlaw D&A Mobile Mechanic
Orlando, FL

Uncaged Rage Motorworks
Shepherd, TX

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Congratulations to NEW Amsoil Opportunists and Enthusiasts

Congratulations: **New Catalog Customers**

Kyler Antalek
Bellevue, NE

Christopher Martin
Houston, TX

Troy McCracken
Lakeland, FL

Cory Osegueda
Landcaster, CA

Matthew Cook
Davis, CA

Robert Mickelson
Frederick, MD

Gregory Culpepper
Sierra Vista, AZ

Ariel Cabrini
West Palm Beach, FL

Kelly Jones
Chesapeake, VA

Eric Johnson
Springfield, IL

Zach Bowman
Richmond, KY

Congratulations: **New Preferred Customers**

Ben Evans
Heber Springs, AR

Zachary Gray
Lincoln, NE

Tom Fisher
Lincoln, NE

Bret Rich
Lincoln, NE

Larry Faiferlick
Lincoln, NE

Adam Hubert
Lincoln, NE

Matthew Bianchi
Springfield, MA

Dan Vavra
Dorchester, NE

61 Yashenko
Lincoln, NE

Leon Holloway
Lincoln, NE

Duane Peterson
Lincoln, NE

Congratulations: **New Commercial Account**

StarTran
Lincoln, NE

