Olson Marketing
Monthly
June 2021 - Issue #118
in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

NEW Amsoil Product:

15W-50 Small Engine Oil

Amsoil 15W-50 Synthetic Small Engine Oil delivers commercial-grade protection and outperforms conventional oils. Tough formulation protects against wear, heat and carbon deposits. Helps maintain power and promotes long engine life. Specifically designed for maximum equipment dependability. Service life up to 200 hours.

EXCELLENT WEAR PROTECTION

- Shear-stable, high-film-strength formulation fortified with a heavy dose of zinc anti-wear additives.
- Does not thin out due to mechanical shear, ensuring a thick lubricating film for maximum wear protection.
- Zinc chemistry forms a durable barrier that protects against metal-to-metal contact.

REDUCES OIL CONSUMPTION

- Reduced oil consumption 61% in lab testing compared to three leading 10W-30/SAE 30 motor oils.
- Heat-resistant synthetic base oils provide low volatility, excellent viscosity stability and strong oxidation resistance.
- Helps engines run longer between top-offs, providing peace of mind they won't fail due to oil starvation and will run dependably in the harshest conditions.

helping you get more work done.

What's Inside This Issue?

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Upper Cylinder Lubricant

Last month (Issue #117 - May 2021) I presented some data I collected on Amsoil Upper Cylinder Lubricant as it relates to reducing oil consumption in one of my vehicles. The results from two years of data demonstrated a 66% reduction in oil consumption for my 2019 Jeep Compass with a 2.4L Tigershark Inline 4-cylinder MultiAir engine.

I have also been running Amsoil Upper Cylinder Lubricant in my 2008 Hyundai Elantra as well as my 2001 Ford F150. I began using it at the same time as my Jeep and have been continually using it with each fill up for the past year. I can honestly say that I have not experienced any massive changes with the vehicle, nor do I have an conclusive data as I did with the Jeep Compass. Both the F150 and Elantra are consistent with the feel during operation. The engine is smooth and feels consistently solid. I could say I have greater comfort knowing the inner workings of my engine are better protected and I could speculate that the added protection has prevented the engine from breakdowns over the last year.

In the June 2021 issue of Amsoil Magazine, Doug Wright had his letter to the editor published citing a 5% gain in fuel efficiency by using Amsoil Upper Cylinder Lubricant. I personally have not acquired any data to support that claim and Amsoil Upper Cylinder Lubricant does not claim to increase fuel economy. However, there are six key reasons for lubricating the Upper Cylinder:

1. The harsh environment within new engines (especially with Ethanol Gasoline, Gas Direct Injection, and Turbochargers) are 30-40 times worse than older port fuel injector technology and require additional lubrication.

2. "Flash Corrosion", and corrosion in general, will occur on "dry" (unlubricated) metal components within the upper cylinder area, especially if using Ethanol fuels which absorb water.

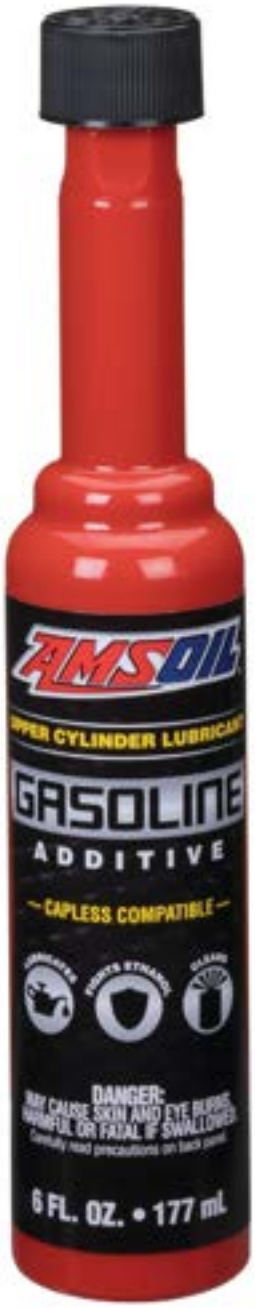
3. Valve stems and valve guides that are not lubricated will generate friction (heat) and rubbing (metal abrasion) that can affect the seating and sealing of the valves inside the engine which can lead to engine noise and premature component failure.

4. Without an Oil Cushion on the valve faces and valve seats, the valve shock load (valve faces hitting valve seats during closure) is substantially increased and can ultimately lead to valve tuliping.

5. The small components inside fuel injectors (specifically the injector springs) can actuate 500 million times over 10 years. Without proper lubrication, those components will prematurely fail.

6. Fuel pump oxidation is a leading cause of fuel pump failure and is caused by a reaction between hydrocarbons (fuel) and oxygen (air). Fuel pump components that are not lubricated properly do not have a protective barrier to counteract the oxidation process.

Anything mechanical (has moving parts) needs lubrication or premature wear and degradation will occur. The components associated with the upper cylinder region of an engine in a vehicle do not receive adequate lubrication with gasoline alone, thus the need for Upper Cylinder Lubricant.



Magnuson-Moss Warranty Act
A Victory for Consumer Freedom

AMSOIL continues to fight the false narrative advanced by some original equipment manufacturers (OEMs) that you must use the OEM brand of parts and lubricants in your vehicles and equipment to maintain your new-vehicle warranties.

Fortunately, the U.S. Federal Trade Commission (FTC) is on our side.

In April, the FTC issued a warning to Hyundai Motor America for statements on its website that suggest that consumers must use only Hyundai brand parts to maintain their vehicle warranty:

"The use of Hyundai Genuine Parts is required to keep your Hyundai manufacturer's warranties and any extended warranties intact."

In its warning letter to Hyundai, the FTC expressed concerns about Hyundai's practices, saying...

"...warranty language that implies to a consumer acting reasonably under the circumstances that warranty coverage requires the consumer to purchase an article or service identified by brand, trade or corporate name is similarly deceptive and prohibited."

In other words, consumers have the freedom to choose the brand of parts and lubricants they deem best for their vehicles and equipment. The OEM can't threaten warranty denial should you choose not to use its brand of parts and lubricants.

The Magnuson-Moss Warranty Act protects you in cases like this.

About the Warranty Act, the FTC said in its letter...

"The Warranty Act prohibits warrantors of consumer products costing more than five dollars from conditioning their written warranties on a consumer's use of any article or service which is identified by brand, trade, or corporate name, unless provided to the consumer for free or the warrantor has been granted a waiver by the Commission."

The FTC placed Hyundai Motor America on notice and said it would review the company's written warranty and promotional materials after 30 days.

As reported by Automotive News, Hyundai's statement that drew the FTC's scrutiny was an answer to a question on its FAQ page. Since the FTC's letter was made public, Hyundai has changed the statement in question to say, in part, "... the use of aftermarket parts does not automatically void any applicable Hyundai manufacturer warranties..."

The FTC's action against Hyundai is a victory for consumer freedom. As we remind consumers at amsoil.com/freedom:

- It is illegal to tie warranty coverage to whichever brand of parts or lubricants you use. Manufacturers that do so must provide the parts or lubricants free of charge.

- You have the freedom to choose how you protect your vehicles and equipment, including use of products formulated for extended drain intervals.

- Manufacturers can't deny warranty coverage without showing the aftermarket part or lubricant caused a failure

Don't let the OEM coerce you or your customers into buying its brand of parts or lubricants. As clearly stated by the FTC, it is illegal.

We stand behind our products and the people who use them. If a dealer or OEM employee says you must use the OEM brand of lubricants to maintain your new-vehicle warranty, or that use of lubricants designed to extend drain intervals may void your warranty, contact the FTC at www.ftc.gov/complaint.

AMSOIL
The First in Synthetics

Is There a Difference Between Full Synthetic and 100% Synthetic Motor Oil?

The short answer is "Yes" and if that is all you wanted to know, it is not necessary to continue reading.

The average consumer knows that there is a difference between conventional oil (sometimes called crude oil) and synthetic oil. It is also widely thought that anything with the term "synthetic" must be better with regards to motor oil. That statement is generally true when you are comparing a synthetic oil with a conventional (crude) oil. However, when you start talking about Full-Synthetic and 100% Synthetic, things get a little more confusing.

Motor oil is composed of two parts. The first part is the base oil and the second part is the additive package. If it were possible to go to your local store and buy a jug of "base oil" and a jug of "additive package" and then just mix them together, you would have motor oil (in one form or another). This is essentially the process that all oil manufacturers do to create motor oil.

For the purpose of clarifying the difference between Full-Synthetic and 100% Synthetic we will only be talking about the "base oil" part of motor oil. Base oil is broken up into five categories, called groups. The manufacturing process for base oils that fall in groups 1, 2, and 3 use older and cheaper processes. The outcome has less control over the end product. Group 4 base oils use a newer type process that is more expensive and allows for better control of the product. Group 5 base oils is a category that just includes everything not included in the other groups. Instead of Group 5, we could call it "Group Miscellaneous".

Motor oil made from Group 1 and Group 2 base oils are not suitable for providing adequate protection for modern engines. However, Group 3 base oils allow companies to meet the minimum standards for engine oil specifications that will ensure it is okay to run in a modern engine.

Thus, Group 3 base oils do a decent job. However, as engine designs improve, tighter tolerances are required, and harsher engine environments are created, Group 3 base oils struggle to do a good job especially for an extended period of time. Thus it is very difficult to find a motor oil developed from Group 3 base oil that will last in your vehicle for more than 6 months.

This brings in Group 4 base oils. In a nut shell, Group 4 base oils are chemically engineered to provide excellent stability, molecular uniformity and improved performance. Essentially, the base oil is built one molecule at a time to ensure perfection. It is the better mouse trap.

So this brings us to the difference between Full-Synthetic and 100% Synthetic.

After a legal battle between Castrol and Mobil 1 in 1999, the following question was answered:

Can an oil company use a cheaply made Group 3 base stock and put a label that says "Synthetic" or do they have to use the high-end, more expensive, engineered Group 4 base oil?

continued on next page...

continued...Is There a Difference Between Full Synthetic and 100% Synthetic Motor Oil?

The court ruled that Group 3 base oils are probably "engineered enough" to put a label on the bottle saying that it is "Synthetic". It also ruled that Group 4 oils are also engineered and can be called "Synthetic". The result was oil manufacturers began switching their product formulations to use the cheaper oil and still legally being allowed to call it "Synthetic". The caveat being that the use of Group 4 base oils (the more expensive, better engineered ones) can be called 100% Synthetic, whereas the cheaper Group 3 oils need to use the term "Full Synthetic".

At the end of the day, all oil companies (Amsoil included) are a business and are in business to make money. If they don't make money, they go out of business. The difference is that most all oil companies develop their products to meet the minimum standards so they can have higher profit margins whereas Amsoil starts with the minimum standards and engineers their products to supercede industry standards and provide the best possible protection for each specific application. Amsoil products are generally a little more expensive because the raw materials used to develop the products are of higher quality and the product itself is engineered with the application in mind rather than profit margin.

AMSOIL
The First in Synthetics

Shop Talk...

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

In December 2020 - Issue #112, I shared my tentative plan for the focus of the newsletter this year. So far we have covered most of it plus some.

January 2021 - Winter Preventative Maintenance

February 2021 - Jeep Compass Fuel Analytics

March 2021 - Hyundai Elantra Fuel Analytics

April 2021 - Ford F150 Fuel Analytics

May 2021 - Jeep Compass Upper Cylinder Lubricant

June 2021 (this issue) - Hyundai Elantra and Ford F150 Upper Cylinder Lubricant

In the upcoming months we will take a look at the oil analytics on our Jeep Compass and Ford F150. If there is a specific topic or idea that you would like to see discussed, please feel free to contact either Don or Jon (see contact information at right).

Congratulations to NEW Amsoil Enthusiasts!

Congratulations:

New Catalog Customers

Timothy Strickland
Marks, MS

Scott Halvorsen
Syracuse, NE

Greg Ewalt
Berrien Springs, MI

Justin Dorosz
Abington, MA

Congratulations:

New Preferred Customers

Rick Lindholm
Papillion, NE

Michael Suppo
Medina, OH

Dennis Miller
Panama, NE

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