

# Olson Marketing Monthly

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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

## Product Highlight: Mudslinger

Mudslinger® (AMS) provides a protective, non-stick layer of armor against the accumulation of mud, dirt and snow on ATVs, UTVs and dirt bikes. It makes removing mud and dirt with low-pressure water easy while protecting against UV rays and keeping equipment looking pristine.

### Performance Features

- Provides a protective layer of armor against mud, dirt and snow
- Eases clean-up after riding
- Restores, cleans and shines plastic, fiberglass and painted surfaces
- Provides a protective layer to counteract the damaging effects of UV rays
- Pleasant cherry scent

### Winter Uses:

- Snow Shovel Blades
- Snow Blower Paddles
- Snow Blower Auger
- Wheel Wells
- Rocker Panels
- Snowmobiles



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### Dealer Contact

#### Lincoln - Olson Marketing

Don & Peg Olson  
ZO Referral# 4901  
402-310-6414  
<http://om.shopamsoil.com>  
lubedealerdon@gmail.com

#### Omaha - Insane Oil

Dr. Jonathan D. & Stacey L. Olson  
ZO Referral# 10458  
402-990-7940 (text or call)  
<http://insaneoil.com>  
info@insaneoil.com

# How Are Time/Mileage Intervals Determined On Amsoil 100% Synthetic Motor Oil?

## Amsoil OE

In gasoline-fueled vehicles, [Amsoil OE](#) (and filter) should be changed at the intervals stated by the vehicle manufacturer or indicated by the oil life monitoring system.

## Amsoil XL

In gasoline-fueled vehicles, [Amsoil XL](#) (and filter) is recommended for up to 12,000 miles or one year. In some cases, that can be extended even longer when recommended in the owner's manual or indicated by electronic oil life monitoring systems.

## Amsoil Signature Series

Under Normal Service driving conditions, [Amsoil Signature Series](#) 100% motor oil is recommended up to 25,000 miles, 700 hours of operation or one year, whichever comes first.

Under Severe Service driving conditions, [Amsoil Signature Series](#) 100% motor oil is recommended up to 15,000 miles, 700 hours of operation or one year, whichever comes first.

Severe Service Driving conditions include (but is not limited to): Commercial or fleet vehicles; excessive idling; or frequent towing, hauling, plowing or driving in dusty conditions

Note: If using a non-Amsoil Oil Filter, do not exceed 12,000 miles or one year unless recommended by the manufacturer.

## How It Is Done?

Most oil manufacturers "build" their oil formulations to meet the minimum manufacturer specifications. This is their "finished" product. Amsoil **begins** with the minimum manufacturer specifications as their starting point and builds their oil to achieve the best engine performance for each engine, the best gas mileage, the best cleaning, cooling, and wear protection.

For this reason Amsoil directs consumers to **NOT** add any additives to their oil. Amsoil's "finished" product provides the best lubrication and cleaning formulation to give the best protection possible for your vehicle or equipment.

## What if I go beyond the Time/Mileage Interval?

The short answer is that your engine will **NOT** "blow up" if you accidentally go over the requirements a bit. However, as with all motor oil, the additive packages lose their effectiveness over time/use. I use [Amsoil Signature Series 100% Synthetic Motor Oil](#) and change it once per year. Each year I send a sample of the old oil into a lab to have it analyzed and each year the scientists that test the oil sample say that after having run the oil for twelve months, the oil is still be good enough to run for a few extra months.

## What is the secret?

All motor oil has two foundational ingredients: base stock and additive packages.

Most companies will utilize cheaper, lesser grade base stocks, typically Group III. Group III base oils consist of reconstructed molecules that offer improved performance from the formerly used Group II. Group III base stocks allow companies to meet the minimum manufacturer requirements and do it at a cheaper cost.

Amsoil, depending on the specific equipment requirements that the oil is engineered for, utilizes higher grade base stocks (ex. Group IV PAO - Polyalphaolefins). These are chemically engineered synthesized base oils that offer excellent stability, molecular uniformity, and greatly improved performance over lesser Group base stocks.

Better base stock = better protection and longer lasting oil.

However, the additive package is what really ensures your engine maintains the best possible protection and performance over the duration that you are running your vehicle.



# Electric Vehicles and The Oil Market

The December 2021 issue of Amsoil Magazine for Dealers highlighted the emerging EV (Electric Vehicle) market. Specifically, it made an attempt to note the future of the Oil Market with regards to the planned future of the EV Market.

I wanted to take some time and summarize one of the key concepts presented and provide a few additional comments.

## Concept

The Biden Administration wants half of all new vehicles sold by 2030 to run on electric power. His plans call for a nationwide infrastructure upgrade to accommodate all of the new vehicles, specific to charging stations. Additionally, the government will provide incentives for manufacturers and consumers to jump on board with Electric Vehicles.

## Problem #1

There is not enough power. To reach President Biden's goal, 23% more power must be added to the grid to support the additional load. Most homes built after 1977 should be able to accommodate the additional 240v, 40 amp circuit required by a Level 2 Charger. However, many older homes are not able to accommodate the required additional electricity. In my home, if I plug in the vacuum and run the microwave at the same time I pop a circuit breaker. Perhaps I can unplug my air conditioner and plug in my electric vehicle and 3-8 hours later I am fully charged. Let's hope it isn't a hot day.

## Problem #2

According to AlixPartners, it is estimated that building a national charging network to accommodate the expected growth of EVs by 2030 will require \$50 billion. The \$50 billion number is centered primarily around Level 1 and Level 2 chargers which take anywhere from 3-24 hours to charge a vehicle. Level 3 chargers can cost between \$120,000 to \$260,000 on average but will charge your vehicle in 20-30 minutes.

## Problem #3

Currently, purchasing electric vehicles are more expensive compared to their gasoline counterpart. As of 2019, an EV purchase was an average of \$20,000 more expensive compared to gasoline vehicles. This prices them out of the market for much of the population. Moreover, there is great debate and concern about depreciation values and assuredness about purchasing a used electric vehicle. In general, it costs about 4 cents less per mile to maintain an electric vehicle compared to gasoline, however, battery replacement in an electric vehicle can cost between \$5,500 and \$30,000. Current estimates suggest that battery replacement must be done every 8-10 years.

## Final Thoughts

I believe that modern day Electric Vehicles are a great technology and innovation. By 2030, I think that all of us will know at least one person with a fully electric vehicle. I also think that electric vehicles are a great idea for someone living less than 20 miles from their work place that doesn't take their car on vacation. However, because the government is the primary leader in the push for all things EV, I don't believe the goals set forth will be met. I have only watched government closely for about the last 12 years and what I have witnessed is that they do a great job of spending massive amounts of money and telling citizens what is best for them. However, in general, not much actual progress is ever made.

There are many hurdles to the widespread integration of electric vehicles. We will see a continual increase in the total number of electric vehicles on the road over the next 20 years, but gasoline and diesel based equipment will not disappear. I also think the EV market will taper off (but not diminish) by 2035 due to rising costs of the technology and raw materials required in the production of the components for electric vehicles.



# Shop Talk...

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

In the mid to late 2000s the hybrid electric Chevy Volt was said to be introduced. At the same time the fully electric Nissan Leaf was said to be the competitor to the Chevy Volt. I was quite interested in the "new" technology with EVs and the availability to the public. Moreover, it was originally said that the Chevy Volt would start at \$20,000, which was almost affordable to me as a new high school teacher in the mid 2000s. As I began to do some research and learn more, it was clear that the Chevy Volt would not be released by the deadline originally promised and the cost had then jumped to \$41,000 by the time it was released. Even the Nissan Leaf ended up being \$32,000 even though Nissan originally said it would be the first "affordable, mass-market electric vehicle" for roughly \$25,000. Additionally, neither of these vehicles were even available to me living in the midwest. There were limited supplies available only to selected cities. Even today, a brand new Nissan Leaf starts at \$27,000, a price point that I cannot justify.

The widespread integration of electric vehicles is a great concept and the cars themselves are a really cool technology. But that is about it. Currently it is a luxury item that the average person can't afford. Perhaps in another 20 years prices will come down, or perhaps they will go up due to the finite amount of lithium resources available on the planet.

## Congratulations to NEW Amsoil Opportunists and Enthusiasts!

### Congratulations:

#### New Preferred Customers

Andrew Apa  
Lincoln, NE

Robby Nelson  
Lincoln, NE

Jason Hill  
San Bernardino, CA

### Congratulations:

#### New Retail Account

Advance Auto Parts #3696  
Kearney, NE

### Congratulations:

#### New Catalog Customers

Brandon Edwards  
Calgary, AB

Carter James  
Seattle, WA

Kenneth Quarles  
Tucson, AZ

Aron Weaver  
La Verne, CA



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