

Olson Marketing

# Monthly

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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

## Product Highlight: Amsoil EA Oil Filter

AMSOIL Oil Filters feature advanced full-synthetic media that traps and holds a greater amount of small, wear-causing contaminants compared to conventional and other high-efficiency filters.

### Advanced, Full-Synthetic Media

Provides filtering efficiency of 99 percent at 20 microns

Allows lower restriction, keeping engine parts lubricated

Provides greater capacity for small, wear-causing contaminants than competing filters

Helps reduce engine wear

### Offers Extended Service Life

When used in conjunction with AMSOIL synthetic motor oils, AMSOIL Oil Filters are guaranteed for extended service life.

Filters designated with product code EA15K are recommended for 15,000 miles (24,000 km) or one year, whichever comes first, in normal or severe service.

Filters designated with product code EAO are recommended for 25,000 miles (40,000 km) or one year, whichever comes first, in normal service or 15,000 miles (24,000 km) or one year, whichever comes first, in severe service.



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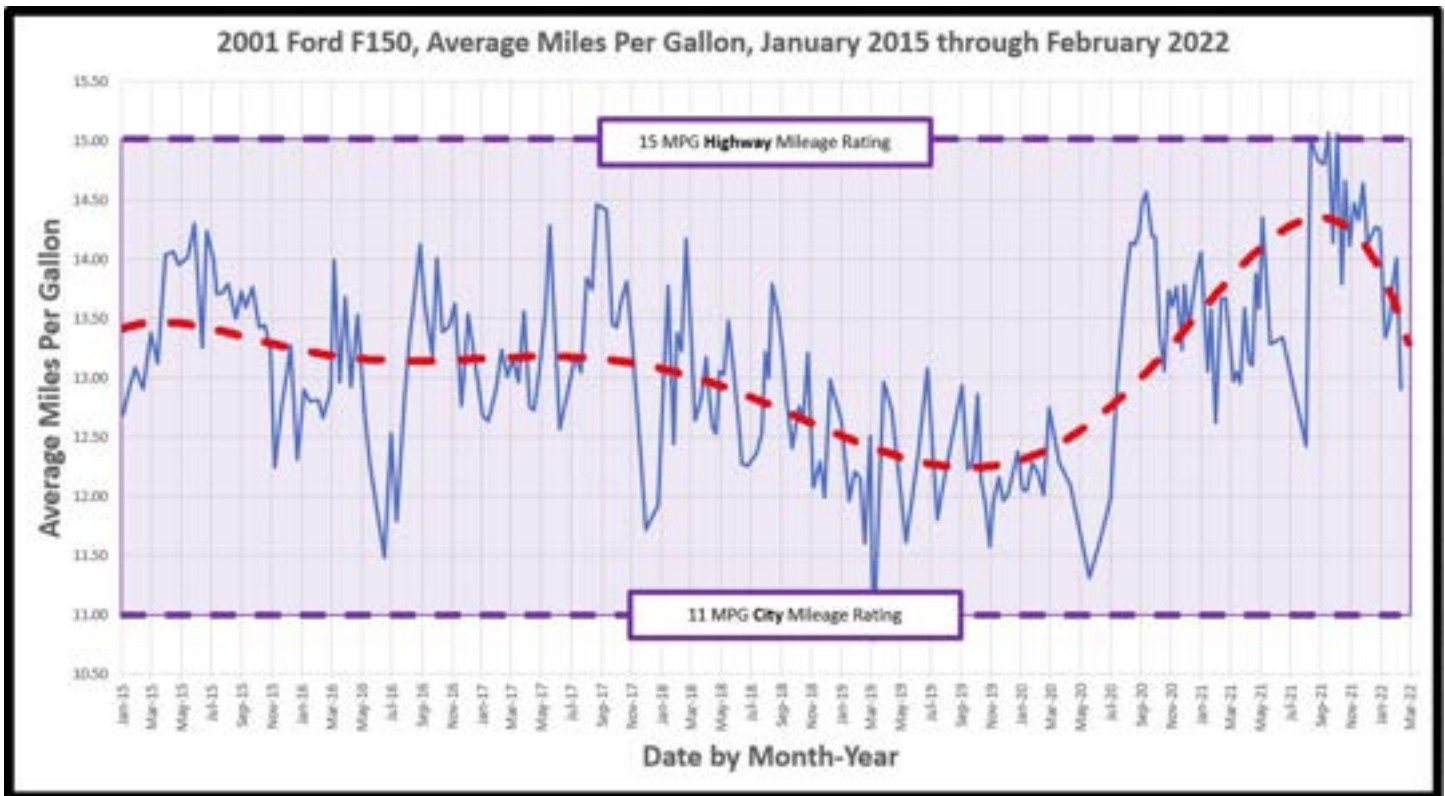
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# 2001 Ford F150

## Fuel Efficiency Assessment to Date



I have owned my 2001 F150 since 2011. Although I have always tracked my fuel data, it wasn't until 2015 when I really began to understand how to put the data to work.

The above graph presents the aggregated Average Miles Per Gallon data from January 2015 through the present day. The top purple dashed line indicates the manufacturer's rating for Miles Per Gallon on the highway and the bottom dashed purple line indicates the manufacturer's rating for Miles Per Gallon in the city. These ratings were calculated upon factory testing of a brand new truck in ideal conditions. The red dashed line in the center of the graph signifies a calculated polynomial trendline of the calcu-

lated fuel economy data at each gas station fill up.

From the onset of data in January 2015 through June 2020, my commute would consist of approximately 12 minutes of "city" driving and 12 minutes of "highway" driving. Throughout the duration of this time, the Miles Per Gallon polynomial trend line shows a fairly consistent range between 12 and 13.5 miles per gallon.

In July 2020, I began commuting to a new location each day. That commute consisted of 7 minutes of "city" driving and 20 minutes of "highway" driving. As noted by the trend line, the fuel economy increased a statistically significant amount. However, virtually all data collected falls within the

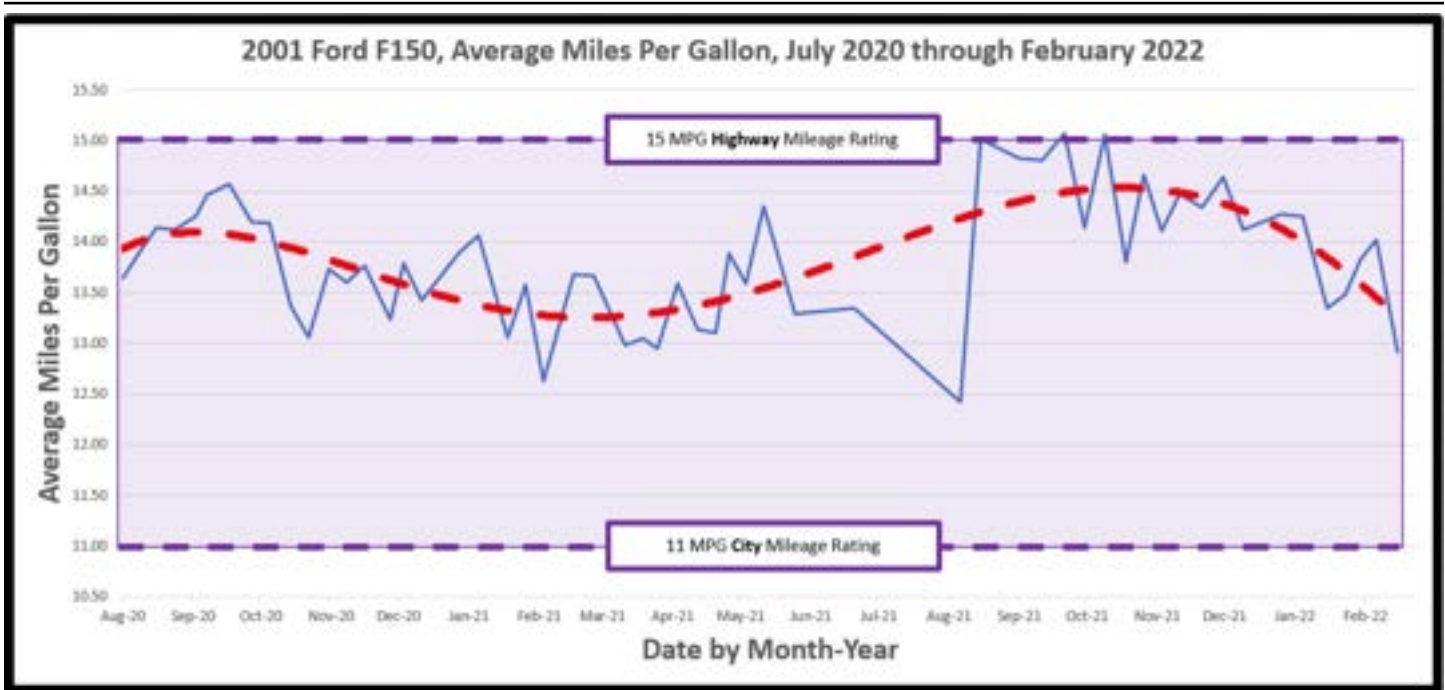
acceptable range set by the manufacturer. At a glance, there does not appear to be any major issue at hand.

Throughout this time frame, I have used [Amsoil Performance Improver](#) once every six months and [Amsoil Upper Cylinder Lubricant](#) at almost every fill up. In addition, until 2021, I have always used [Amsoil Signature Series 5w-20 motor oil](#) with an [Amsoil EA Oil Filter](#). I have since switched to [Amsoil XL 5w-20 motor oil](#) as this vehicle "uses" about 2 quarts of oil over the course of a year and I have only ever put a maximum of 8,000 miles on this vehicle each year.

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# 2001 Ford F150

## Fuel Efficiency Assessment to Date



The chart above identifies the time-frame from the point that I began commuting to a new location to the present time. This commute consists of 7 minutes of "city" driving and 20 minutes of "highway" driving.

Much in the same as the chart on the previous page, Highway and City mileage ratings are indicated by the dashed purple lines. Additionally, a polynomial trend is indicated by a red dashed line.

It is somewhat clear that as the winter months approach, fuel economy decreases and as warmer months begin, fuel economy increases.

At the current moment, there appears to be a significant dip in fuel economy. However, there is not enough data to indicate if this downward trend could be due to

a failing component or malfunction of some sort. As the warmer months approach, I will be watching this closely to see if fuel economy returns to its prior "warmer months" level.

Although fuel economy remains fairly consistent throughout this 18 month period, during the August 2021 fill-up, there was a significant dip. This dip in fuel economy was most likely related to a period of time when I loaned my truck out to help clean up storm debris.

With the exception to the trendline dip at the end of the graph, I don't see any concerns with the current state of fuel economy with my 2001 Ford F150. I am looking forward to the data that comes from my Oil Analysis later this year to further get a picture of the health of the engine.





# Dealer Zone...

By Don Olson, ZO #4901

## Myth:

**Motor Oil Must Be Changed Once It's Turned Black**

## Fact:

**Not necessarily.**

Motor oil naturally darkens due to heat cycles as your engine runs. Additionally, the detergent and dispersant additives hold contaminants in suspension and prevent them from adhering to en-

gine parts, which can turn the oil black.

In fact, motor oil that has turned black can be a sign that the additives are doing their job. Follow the oil-change guidelines for your vehicle to know when to change oil. If you want to be more precise, used oil analysis will also tell you precisely when the oil needs to be changed.



**Congratulations to NEW  
Amsoil Opportunists  
and Enthusiasts!**

## **Congratulations:**

### **New Preferred Customers**

Dylan Wilson  
Ord, NE

James Chase  
Renton, WA

William Dyer  
Papillion, NE

Jordan Rumery  
Syracuse, NE

Art Glur  
Lincoln, NE

Waylon Hullinger  
Lincoln, NE

Dave Lee  
Mora, MN

Jim Justa  
Lincoln, NE

Brenden Huls  
Bern, KS

Jenna Bellecourt  
Stillwater, MN

## **Congratulations:**

### **New Catalog Customers**

Serdio Apolonio  
Jurupa Valley, CA

Reggie Holland III  
Franklin, NC