

Olson Marketing

Monthly

March 2022 - Issue #127

in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Product Highlight: Marine Products

Amsoil carries a full range of Marine Products to meet your needs.

Amsoil Marine Oil

[10W-30 Synthetic Marine](#)
[10W-40 Synthetic Marine](#)
[25W-40 Synthetic Marine](#)

Powersports Oil Filters

[Black Motorcycle/Marine](#)
[Chrome Motorcycle/Marine](#)

2-Stroke Powersports Oil

[HP Marine Synthetic 2-Stroke](#)
[Synthetic 2-Stroke Injector Oil](#)
[Outboard 100:1 Pre-Mix 2 Stroke](#)

Gasoline Additives

[Quickshot](#)
[Gasoline Stabilizer](#)

Diesel Engine Oil

[SAE 15W-40 Heavy-Duty Diesel and Marine Oil](#)

Lower Unit Gear Oil

[Synthetic Marine Gear Lube](#)
[75W-90](#)

Bearing & Chassis Grease
[Synthetic Water Resistant Grease](#)

Car, Truck & Heavy Duty Oil
Filters
[EA Oil Filter](#)

Powersports Antifreeze
[Powersports Coolant](#)



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2019 Jeep Compass Fuel Efficiency Assessment

Over the last two issues of the newsletter (January 2022 and February 2022) I have discussed Fuel Economy and analysis of Fuel Data for our 2008 Hyundai Elantra as well as our 2001 Ford F150. This month we will be taking a look at our 2019 Jeep Compass. It is interesting to note that much of the information I was able to find regarding Highway versus City mileage for the 2019 Jeep Compass specifies "up to" a specified rating. In essence, it suggests that the best possible mileage under ideal circumstances for city driving is 22 MPG. The chart at the bottom of the page shows the history of fuel economy since the vehicle was purchased. The purple highlighted portion indicates the theoretical fuel economy range.

The lifetime average for this vehicle is 22.89 MPG. This does fall into the range of what the manufacturer specifies.



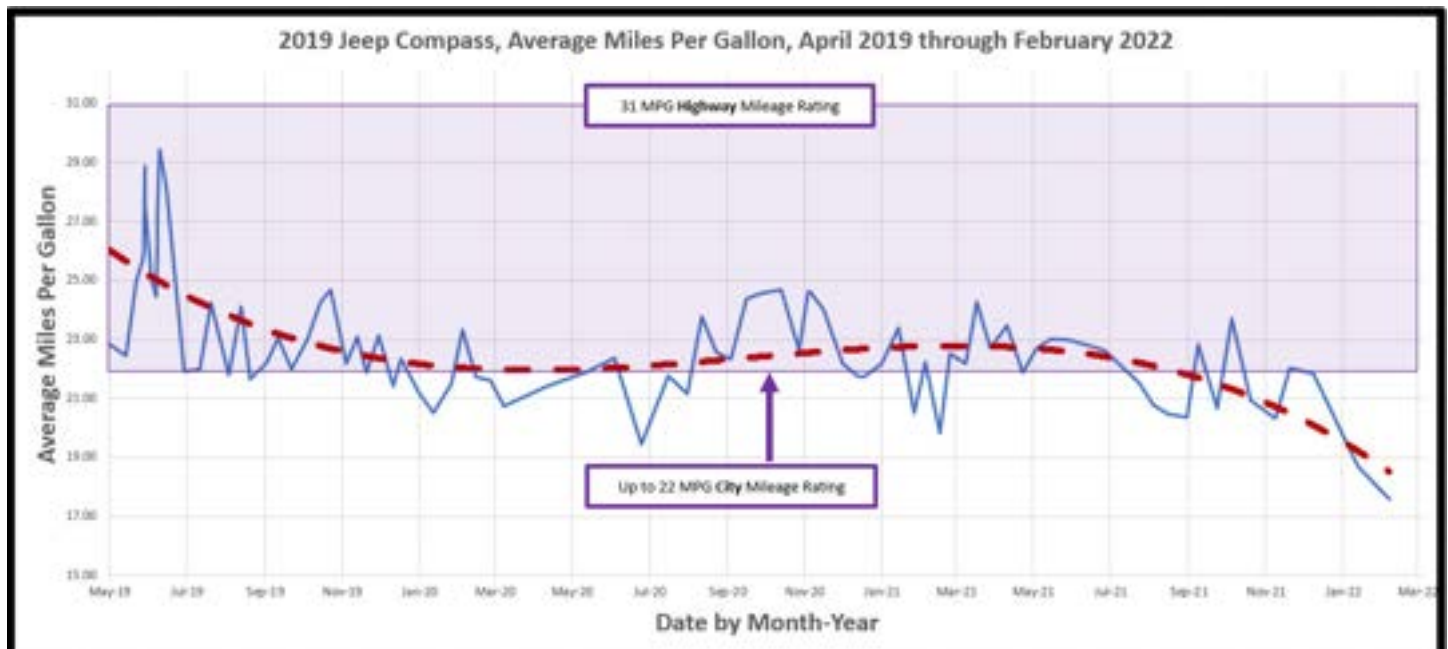
In general 98% of the driving on this vehicle is done within city limits, in stop and go traffic. What I have found from my other vehicles is that frequent shorter trips lead to reduced fuel economy as well as elevated Fuel Dilution in the oil.

From the purchase of the vehicle in April 2019 until May 2021. My wife would commute about 25 minutes to and from work,

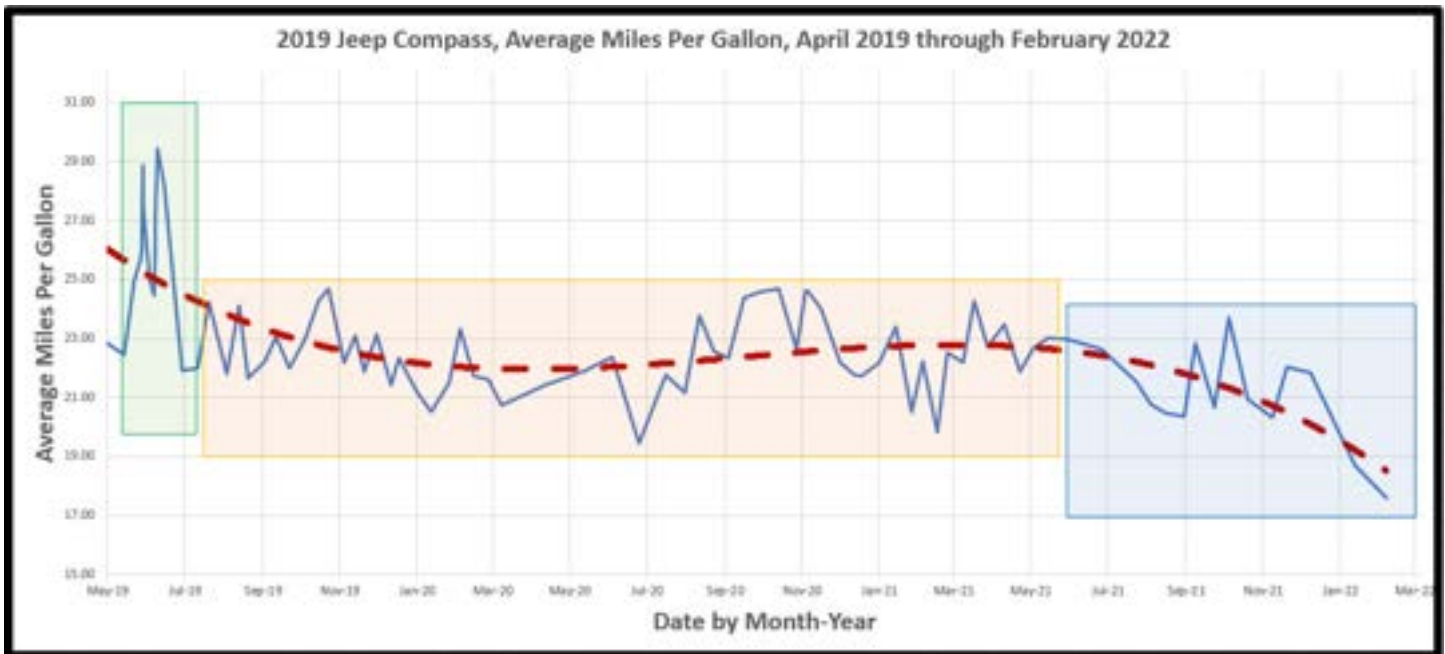
through typical city traffic, each day.

After accepting a new job in May of 2021, her commute went from 25 minutes down to 6 minutes.

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2019 Jeep Compass Fuel Efficiency Assessment



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The chart above indicates the same time frame and data as shown on the previous page. The green highlighted area identifies a trip to Texas that consisted of all highway driving. The orange highlighted area indicates the time frame that the vehicle was being driven 25 minutes to and from work each day, all of which consisted of stop and go city driving. The blue highlighted portion demonstrates the change to a drive of 6 minutes, to and from work, each day.

The trend line is shown in red and indicates a decline in fuel economy over the past 9 months. It is clear that there is a correlation between drive time, distance of drive and fuel economy.

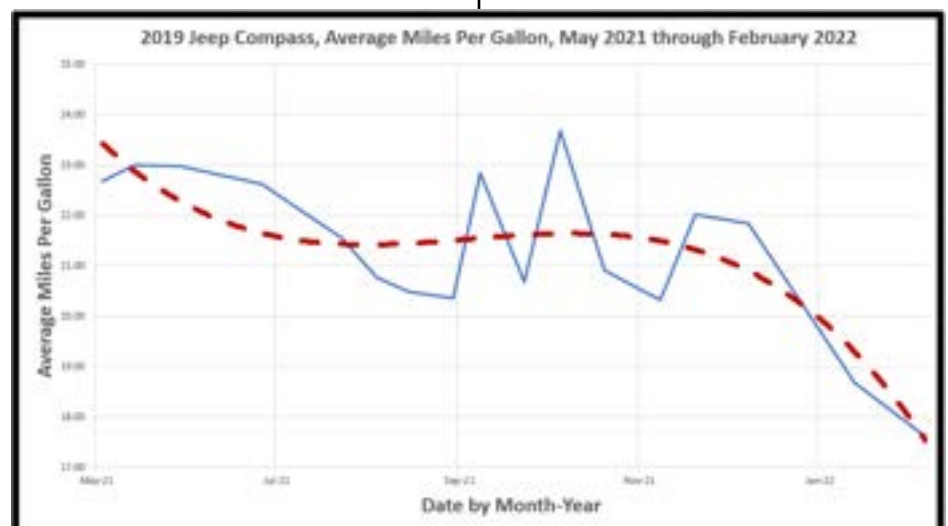
In May 2022, I plan on doing my

annual oil change as well as send in a sample for analysis. I anticipate higher than normal levels of fuel dilution. If this is the case, then it will confirm the correlation between drive time, distance, fuel economy, as well as how short drives affect fuel dilution levels.

Taking a closer look at the date range between May 2021 and February 2022, it is a little more

apparent that the most significant drop is occurring during the winter months. It is possible that although some data is tied to the shorter drive time, it could also be attributed to the use of 4 wheel drive and remote starting the vehicle during the winter months.

More to come after oil analytics has been completed in May.



Dealer Zone...

By Don Olson, ZO #4901

Though your marine motor gets all the attention, your boat isn't going anywhere without the lower unit. Its combination of gears, bearings and other components turn horsepower into movement. Lower units are resilient and can last for years - provided you service them annually.

[Amsoil Synthetic Marine Gear Lube 75W-90](#) delivers exceptional wear protection, even when contaminated with up to 15 percent water. Extreme-pressure formulation controls damage from shock-loading caused by propeller cavitation. Excellent for fast-accelerating, high-horsepower boats. Protects against rust and corrosion. Keeps seals soft to minimize water leakage. Compatible with other synthetic and conventional oils. Use in fresh- and saltwater applications that require 75W-90 or 80W-90 gear lube.



Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Retail Account

Bear Arms LLC
Council Bluffs, IA

NAPA Auto Parts
Missouri Valley, IA

Congratulations:

New Dealer

Galen Polak
Valparaiso, NE

Congratulations:

New Catalog Customers

Jaryd Moye
Henrico, VA

Tomas Mikalauskas
Lemont, IL

Talimadge Griffin
Taylorsville, NC

Adam Ahrmann
Fayetteville, OH

Congratulations:

New Preferred Customers

Josiah Opsahl
Bellevue, NE

Kyle Porter
Omaha, NE

Glenn Smith
Raymond, MS

Gavin Gonzalez
Lincoln, NE

Mike Doyle
Hickman, NE

Fedrico Hormozi
Aliso Viejo, CA

Matt Geiger
Blair, NE

TJ Borke
Lincoln, NE

Quintion Pickelsimer
Winder, GA

Justin Tate
Lincoln, NE

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