

Olson Marketing Monthly

October 2022 - Issue #134

in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

Program Highlight: AMSOIL ATV & UTV Oil

New Viscosities for ATVs & UTVs have arrived.

The products offer upgraded protection for more machines – including models by Honda, Can-Am and Kawasaki.

New [AMSOIL 10W-30 Synthetic ATV/UTV Motor Oil](#) and [5W-40 Synthetic ATV/UTV Motor Oil](#) viscosities provide expanded protection for hard-working and performance ATVs and UTVs, including those made by Honda, Can-Am and Kawasaki.

Like the rest of the AMSOIL Synthetic ATV/UTV motor oil lineup, the new viscosities are developed specifically for demanding chores and terrain. The advanced synthetic technology contained in these products resists oxidation and protects against extreme heat to help prevent sludge and varnish.

[AMSOIL 5W-40 Synthetic ATV/UTV Motor Oil \(AUV54\)](#) provides excellent cold-flow ability for quick starts in cold temperatures. [AMSOIL 10W-30 Synthet-](#)

[ic ATV/UTV Motor Oil \(AUV30\)](#) provides exceptional protection in cold starts and high rpm. Both severe-service formulations let riders confidently and safely push their ATVs and UTVs to the limit.

- Protection for racing, hauling, plowing or conquering tough terrain
- Formulated without friction modifiers to promote smooth shifting and positive clutch engagement
- Fights rust and corrosion
- All-season formula performs in extreme heat and cold
- Wet-clutch compatible



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How Do I Start Using Amsoil?

One common question I receive is centered around the concept of switching from conventional oil to AMSOIL oil. Specifically, does anything special need to be done?

The short answer is, "No, it is not required that anything special be done."

The more complicated answer is, "You might want to consider a couple things first."

By design and engineering, AM-SOIL Motor Oil will clean the inside of your engine as it is pumped, sprayed, and splashed throughout. Very often, individuals will perform a typical oil change and install AMSOIL only to find a month or two later, their oil is very dark in color. And although dark oil is not an accurate measure of the oil's health, it does indicate the oil has "collected" a substantial amount of dirt and debris.

At the time of your oil change, you can reduce the volume of dirt, debris, sludge, and other contaminants inside of your engine by using [AMSOIL Engine and Transmission Flush](#). This product is a heavy duty detergent-based formula that will work through the entire engine breaking down deposits and sludge that has built up inside the engine.

Prior to dumping your old oil, install a bottle of [AMSOIL Engine and Transmission Flush](#) and idle your engine for 10-15 minutes. Then, turn off your engine and

immediately drain the oil, allowing all of the old oil to completely drain. After that, replace the engine oil filter and refill with AM-SOIL Motor Oil.

Having cleaned out as much sludge and debris as possible, your new oil will stay "cleaner" looking longer. Over time, it will still become dark as it continues to clean the inside of the engine and pick up contaminants but you shouldn't notice it getting really dark really quick.

It is assumed that an engine with a lot of miles will have much more sludge build-up than an engine with a few miles. One additional question I get falls into the concept of: If I have a brand new vehicle, should I use [AMSOIL Engine and Transmission Flush](#) when I switch over to AMSOIL Motor Oil.

I recommend "Yes." An engine will typically have its highest wear during the first 500-3000 miles (i.e. the break-in cycle). I want all foreign particles to be expelled from the engine. Furthermore, the manufacturer typically will use lesser grade oils.

How do I know if it is working?

I have found that, before I have installed [AMSOIL Engine and Transmission Flush](#), I can listen to the sound of the engine and compare that sound to the sound that is heard while I am Idling the engine for 10-15 minutes. It is subtle, but I will begin to more distinctly hear the sound of the

valve train in operation (lifters/tappets, push rods, rocker arms, etc.). During this process, the old sludge and oil deposits are being cleaned away from the metal surfaces, sent down into the sump and collected in the filter.



The First in Synthetics®



Preparing Your Vehicle For Winter

Winter temperatures and weather conditions can be especially harsh on your vehicle, not to mention your mental wellness when your car doesn't start in the morning.

There are a variety of preventative maintenance tasks I recommend performing (or have a mechanic perform) prior to the cold weather setting in.

Tasks

Vehicle batteries can be checked to ensure they are within a "healthy" voltage range.

Coolant should be checked to ensure it provides proper freeze-protection. [Antifreeze Test Strips](#) are available and easy to use.

Brakes should be in good working order to ensure the best performance possible when driving in winter conditions.

Belts, Hoses, Spark Plugs, Wires and Cables are all essential components to ensure your vehicle is operating properly. Ensure these pass a visual inspection (if possible to check).

Tire Pressure - As temperature declines, so does tire pressure. Checking and adjusting tire pressure more regularly during winter will ensure better traction on the various road conditions.

Tire tread is also important. New tires have deep tread which will help grip the road in wintry conditions. Old, worn out tires will struggle to give you good grip.

In some areas of the country it is advisable to switch to winter tires. Winter tires use special compounds engineered to resist the effects of cold temperatures, which will provide you better traction on a variety of winter road surfaces and conditions. However, for many areas of the country, all-season tires should be acceptable.

Winter wiper blades are equipped with rubber that helps prevent ice from collecting on the blades. These can be picked up at most auto parts stores or on Amazon.

Check your washer fluid and keep it full. Due to increased road spray from freezing and thawing throughout winter requires increased use of windshield wiper fluid. It is also advisable to use low-temperature windshield wiper fluid. There is also formulations of washer fluid that is designed to help with de-icing your windshield.

Bridgestonetire.com recommends packing a winter safety kit in your vehicle. Items in this kit include: matches, first aid kit, flares, flashlight and batteries, ice scraper, and an extra clothing (jacket, hat, socks, boots), blanket, non-perishable beverage and food items,

jumper cables, bag of sand and a shovel, car tool kit, cell phone, and extra antifreeze. It is always good to be prepared.

Keeping the gas tank at least half full will reduce condensation. This is especially important if you are running fuels with ethanol, as ethanol will absorb moisture. If your gas tank is half full of fuel, then it is also half full of moisture rich air. The fuller your tank is, the less there is moisture rich air. Additionally, if you are stranded or stuck in a traffic jam, you are more likely to have enough fuel until help arrives.

Keeping your rear defroster in working order will help ensure you are able to see behind you. Many states even have laws about the rear window needing to be clear of obstructions. Double check the functionality of your rear defroster before you need to use it.

Check/change your oil. Make sure you have installed the correct oil viscosity in your engine. Fluid that is too thick will have difficulty flowing in cold weather. This can lead to poor engine performance and engine damage. Low oil can also be problematic.



Shop Talk...

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

In my attempt to find a good vehicle to begin producing more content for I came across a 2012 Ford F150 with a 3.5 EcoBoost engine. I ended up purchasing that vehicle from a local, well known dealership. It was listed as a "certified pre-owned vehicle" through this dealership. I was able to drive it about 5 miles before I had a substantial amount of smoke emanating from the passenger side front wheel well.

A normal person would have driven it back (or had it towed) to the dealership to have them fix it. However, the documentation had indicated that the dealership had serviced and replaced the braking system components prior to listing it for sale. Thus, according to the documentation, it was thoroughly gone through and checked out. What they failed to test and identify was a malfunctioning caliper piston.

And as indicated from the last paragraph, I sometimes don't fall into the category of "normal person" and saw this as an opportunity to begin developing my series of content on my 2012 Ford F150. I was able to successfully complete the repair and filmed it in the process. Unfortunately, it still requires about 60 hours to edit the content before it is ready to share. Until then, additional content includes checking fluids, performing an oil/filter change, replacement of antenna, and troubleshooting a weird fluttering or whistling noise while accelerating.

Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Catalog Customers

Ross Leahy
Clark, NJ

Richardo Rios
Platteville, CO

Chris Johnson
Grantsburg, WI

Joanne Daniel
The Dalles, OR

Garrett Graeser
San Antonio, TX

Congratulations:

New Preferred Customers

Adam Chick
Shippensburg, PA

Michael Kanja
Columbus, OH

Christopher Martinez
Bellevue, NE

Karen Bothwell
Bellevue, NE

Tim Bess
Lexington, NC

Rafael Mendoza
Winnemucca, NV

Doug Hahn
Lincoln, NE

Jim Wenzl
Sterling, NE

Aaron Gasbarro
North Highlands, CA

Joseph Lafleur
Anna Arbor, MI

Wyatt Ray
Lincoln, NE

Kevin Briggs
Dorchester, NE

Kevin Avery
Texarkana, TX

Steven Masur
Sterling, NE

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