

Olson Marketing Monthly

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in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

Product Highlight: Glass Cleaner

- Quickly cuts through grease and grime
- Does not drip or run; stays where you spray it
- Leaves no streaks or haze
- Ammonia-free and safe on all glass, including tinted windows
- Works great on counter tops, glass, mirrors and appliances

Directions

- Shake well.
- Hold can upright 8 to 12 inches away from surface.
- Spray on surface and polish dry with paper towel or clean cloth.
- For best results use a lint-free cloth that is free of fabric softeners.

Note: Not for use on hot surfaces or non-glass flat-panel TVs. For aftermarket tints, test on small inconspicuous area before use to ensure there are no alterations to the tint.



Sometimes the even simplest of products and maintenance tasks can make the most difference. As the snow melts and the road spray commences. I find myself using Amsoil Glass Cleaner when I get home so I am ready to go the next day.



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Coolant and The Cooling System

As your engine operates, it builds up heat. That heat needs to be reduced to prevent catastrophic problems. The cooling system is one such system that aids in the removal of excess heat. The primary components of the cooling system include a water pump, fan, radiator, thermostat, and coolant.

There are two preventative maintenance tasks that are very important with the cooling system. The first task is to check the health of your coolant. This can be done with [Amsoil Coolant Test Strips](#).



Much like the PH Strips that you may have used in high school science class, after dipping Amsoil Coolant Test Strips in your coolant, the pads will change color. You can then compare the color of the pads to the chart to determine the health of your coolant. For more information, I encourage you to check out the video link (at right).

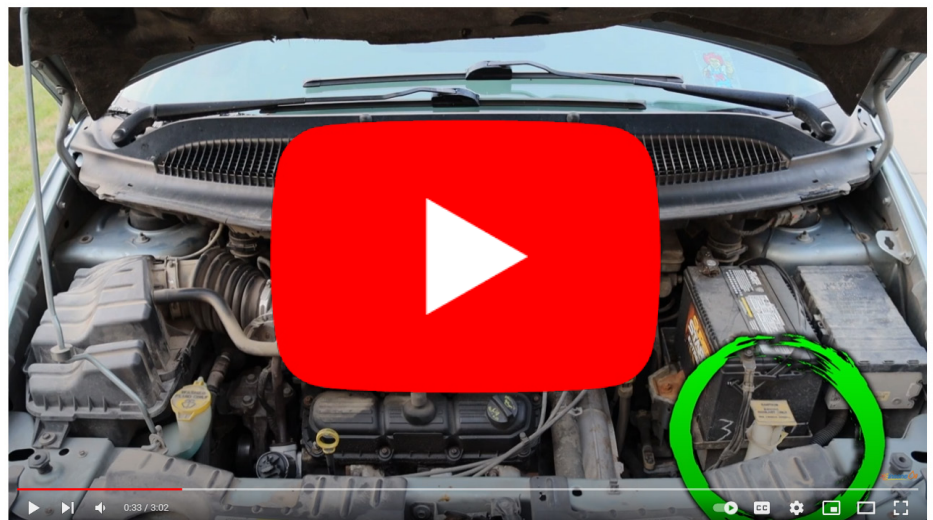
The second maintenance task is to replace your coolant if the test strip indicates that it is no longer doing the job it was designed to do. There are a couple of options for replacing the coolant .

The first option is an Ethylene Glycol blend which I would classify as "the normal stuff" that people use in their vehicles. Most all coolants on the market are Ethylene Glycol based.

Amsoil Passenger Car & Light Truck Antifreeze & Coolant has an advanced and unique poly-organic acid technology (OAT) which delivers fast-acting, long-lasting protection for automotive cooling systems.



The second option, which is my preference is a Propylene Glycol blend which is classified as low-toxicity. I prefer this product as I do most of my automotive work myself in my driveway and if I spill a little, I am not worried about the chemicals making a child or animal sick. Not to mention the superior protection that it offers in passenger cars and light trucks for 150,000 miles or 5 years.



The Cooling System - Water Pump Basics

Coolant will pickup heat from the engine as it is circulating around the engine block and will flow to the top of the radiator. As the hot coolant works its way down the radiator, the antifreeze/water mixture cools off. The water pump then draws the cooled antifreeze/water mixture from the radiator through the bottom radiator hose and sends it back to the engine where it again circulates through the water jackets located around the combustion chambers in the cylinders and other hot spots. Then the liquid returns to the radiator to get cooled off again. An accessory belt connected to the crankshaft drives some water pumps, while some overhead cam engines drive the water pump with the timing belt.

There are only a few things that can be done as preventative maintenance for water pumps. The first, and most important, item is to ensure that you are running

quality coolant that has adequate freeze and boil-over protection. This means that the coolant won't freeze until it is extremely cold and it also won't boil until it get extremely hot. Both of these readings can be found on Amsoil Coolant Test Strips (see previous page).

The second preventative maintenance tip for water pumps is to routinely conduct a auditory/visual inspection looking for leaks, odd sounds or other noticeable issues. Beyond these to items, there is not much that can be done to maintain the water pump.

If you suspect a water pump failure, there are several key items to look for:

#1 - Coolant Leak Underneath The Vehicle

#2 - Engine Overheating

#3 - High Pitched, Harmonic Whining Noises

#4 - Water Pump Rust and Corrosion

#5 - Steam Comes Out From Under Your Hood

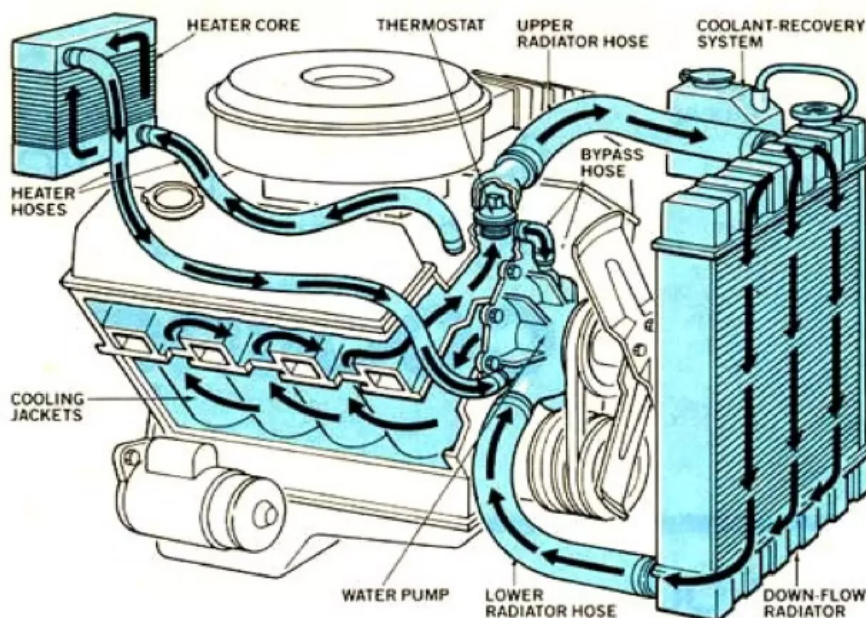
#6 - Holes On The Dry Side Of The Water Pump



Replacing A Water Pump

In general, I classify water pumps into two different categories. The first category is water pumps that are mounted to the outside of the engine. The second category is water pumps that are mounted inside the engine.

As you may have figured out, the water pumps mounted to the outside are relatively easy to repair whereas water pumps mounted to the inside require the removal of many components just to access the water pump.



Shop Talk...

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

I received good feedback with regards to the monthly maintenance check worksheet that I included last in last month's newsletter so I have again attached it to the next page of this newsletter.

I have made it a goal to produce one YouTube video each week this year but am already finding it increasingly difficult to keep up with the pace due to the cold weather. My hope is that I can bring awareness to the importance of preventative maintenance with your vehicles as well as empower some who wish to tackle repair procedures themselves.

Vehicles are amazing when they are working and we depend on them tremendously each day. However, we also don't typically think about many of the maintenance tasks until something doesn't work right, and it is especially at that point when it feels like things are just falling apart.

In this newsletter, I talked a little about ensuring your coolant is functioning as it should and doing its job. The cooling system is one of those systems that is not typically thought of as something that can be checked or maintained, aside from looking in the plastic container. Fortunately, Amsoil makes it easy to perform an accurate, dependable test to provide you with reliable information on the health of your cooling system.

[Amsoil Coolant Test Strips](#)

Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Preferred Customers

Benjamin Davis
Andalusia, AL

Kenneth Meyer
Bellevue, NE

Triston Shuler
Minden, LA

Alison Spatz
Lincoln, NE

Andrew Maylish
Denver, NC

Caleb Kramer
Gretna, NE

James Ferguson
Lyons, NE

Phillip Kness
Dayton, TX

Congratulations:

New Catalog Customers

Eric Hoff
Parker, CO

Nick McDevitt
Boise, ID

Jesse Strong
Castlegar, BC

Anthony Vega
Middle Village, NY

John Simmering
Abilene, TX

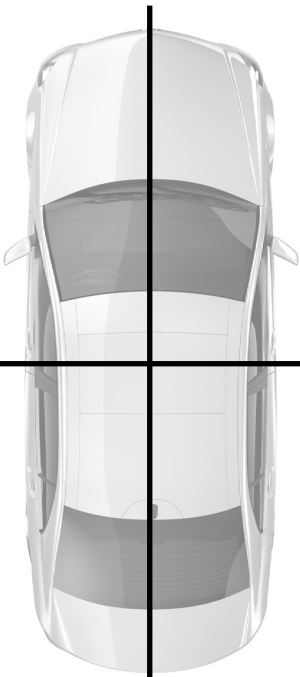


1	2	3	4	5	6	7	8	9	10	11	12
INTERVAL MONTH											

VEHICLE: _____ MILEAGE: _____ DATE: _____

OK	ADDED	FLUID LEVELS	NEEDS ATTENTION
<input type="checkbox"/>	<input type="checkbox"/>	Engine Oil	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Transmission Fluid	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Coolant	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Brake Fluid	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Power Steering Fluid	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Window Washer Fluid	<input type="checkbox"/>

UNDER THE HOOD			
GOOD	BAD	SERVICED	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Air Filter
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Belts
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hoses
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Battery Terminal

TIRE TREAD & PRESSURE			
Tread ____/32		Tread ____/32	
Pressure ____ PSI		Pressure ____ PSI	
<input type="checkbox"/> PRESSURE ADJUSTED		<input type="checkbox"/> PRESSURE ADJUSTED	
Tread ____/32		Tread ____/32	
Pressure ____ PSI		Pressure ____ PSI	
<input type="checkbox"/> PRESSURE ADJUSTED		<input type="checkbox"/> PRESSURE ADJUSTED	

GENERAL			
GOOD	BAD	SERVICED	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Head/Fog Lamps
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Interior Lights
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Signal Lights
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brake Lights
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tail Lights
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Horn
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Wiper Blades

NOTES

HOT OIL LEVEL

