

Olson Marketing Monthly

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in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

Product Highlight: Signature Series Multi-Vehicle Automatic Transmission Fluid

AMSOIL Signature Series Synthetic Automatic Transmission Fluid is specifically formulated to withstand the rigors of heavy towing, elevated temperatures and challenging terrain. It remains fluid in sub-zero temperatures and provides reserve protection during heavy use and abuse.

Protects Against Thermal Breakdown

Signature Series Synthetic ATF is formulated with high concentrations of antioxidants, making it naturally heat resistant. It provides outstanding protection against sludge and varnish deposits that clog narrow oil passages and contribute to clutch glazing. After 180,000 miles in severe service, fluid analysis revealed Signature Series Multi-Vehicle Synthetic ATF contained 83% of its original oxidation inhibitors, proving its long-lasting resistance to thermal breakdown.

Service Life

Severe Service: Double the vehicle manufacturer's severe-service drain interval in passenger cars and light trucks.



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Is My Transmission Fluid Going Bad?

Ten years ago, our 2008 Hyundai Elantra had just about 30,000 miles on it and was about 5 years old. I was driving on the interstate and decided to pass another vehicle. When I put the pedal to the medal the transmission (technically it is a "transaxle") hesitated, slipped, and then shifted. At the time I thought to myself, "that's weird."

I took a look at the owner's manual which stated that the transaxle fluid needs to be replaced every 30,000 miles under Severe Service usage conditions. I then used [Amsoil's Auto and Light Truck Lookup Tool](#) to determine that my vehicle holds seven quarts of [Amsoil Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid](#). After that I did the research to figure out how to do this service myself.

SERVICE LIFE

Normal Service: Follow the vehicle manufacturer's normal-service drain interval.

Severe Service: Double the vehicle manufacturer's severe-service drain interval in passenger cars and light trucks.

Change at the vehicle manufacturer's recommended drain interval outside U.S. and Canada.

At the time of this service, YouTube was still in its infancy stage but I thought if I filmed the service procedures then it would be something I could use in my classroom, as I was teaching several automotive courses at the time.

This was a messy, gross, smelly, service and I did not enjoy doing it but was glad it was done and I was glad that I was able to do it myself.

At the time, the materials (Tranny Fluid, Filter, Gasket Maker) cost

about \$200 for me to complete this service. It was expensive but far cheaper than paying a mechanic.

After servicing the vehicle, the transmission worked great. I ran the new transmission fluid for five years. At that point, there was about 60,000 miles on the transmission fluid. Although this is double the amount of miles compared to that of the previous fluid, the Data Bulletin for [Amsoil Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid](#) states that the service life is double the manufacturer's severe-service drain interval (i.e. 60,000 miles).

However, I remembered how messy, gross, and smelly the service procedures were on top of the cost. I wasn't looking forward to doing it again and then I thought to myself, "maybe I don't need to do it again."

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AUTOMATIC TRANSAXLE FLUID	R	EVERY 30,000 MILES (48,000 KM)	A, C, E, F, G, H, I
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SEVERE DRIVING CONDITIONS

- | | |
|--|--|
| <ul style="list-style-type: none">A - Repeatedly driving short distance of less than 5miles (8km) in normal temperature or less than 10miles (16km) in freezing temperatureB - Extensive engine idling or low speed driving for long distancesC - Driving on rough, dusty, muddy, unpaved, graveled or salt- spread roadsD - Driving in areas using salt or other corrosive materials or in very cold weather | <ul style="list-style-type: none">E - Driving in sandy areasF - Driving in heavy traffic area over 90°F (32°C)G - Driving on uphill, downhill, or mountain roadH - Towing a Trailer, or using a camper, or roof rackI - Driving as a patrol car, taxi, other commercial use or vehicle towingJ - Driving over 100 MPH (170 Km/h)K - Frequently driving in stop-and-go conditions |
|--|--|

Is My Transmission Fluid Going Bad?

I remembered that the process for Engine Oil Analytics can also be done on Transmission Fluid. So, at 5 years and about 60,000 miles I pulled sample of the Transmission fluid and sent it in to the lab. At the time, the transmission fluid was given a clean bill of health so I continued driving.

Fast forward to present day, the fluid is 10 years old and has about 80,000 miles on it. Again, knowing how expensive, messy, gross, and smelly the service procedures were, I decided to send in another sample. This time I also sent in a Base Line sample of new fluid straight out of the bottle.

The verdict came in and it was determined that after 10 years and

80,000 miles of running [Amsoil Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid](#), the fluid was still good. Not only was it still good, the report indicated that the transmission is healthy and doing a good job as well as the fluid is healthy and doing a good job.

I have included the results below. The row highlighted in blue and labeled Sample #BL is the Base Line sample which is the sample that I poured directly from the new bottle.

Sample #1 was taken after the fluid ran for 5 years with 60,000 miles.

Sample #2 was taken after the

fluid ran for 10 years with about 80,000 miles.

All values fell within the normal ranges and thus I don't plan on changing the fluid at the current time. Rather, I will probably wait another five years and test it again.

One study conducted by Amsoil and analyzed by a third-party lab, ran for 180,000 miles in a Taxi Cab and still held its properties after that duration.

Las Vegas Taxi Cab Field Study

0	1	2	3	4
NORMAL		ABNORMAL		CRITICAL

Overall report severity based on comments.

Filter Information		Miscellaneous Information		Product Information	
Filter Type: FULLFLOW Micron Rating: 0				Product Manufacturer: AMSOIL Product Name: ATF SYN UNIVERSAL AUTO TRANS Viscosity Grade: CUSTOM GRADE	
Comments	Flagged data does not indicate an immediate need for maintenance action. Continue to observe the trend and monitor equipment and fluid conditions. Abrasives (silicon/dirt) are at a MINOR LEVEL; Aluminum may be present in the form of alumina/silica (Dirt); Gear and/or bearing metal is at a MINOR LEVEL; Copper is at a MINOR LEVEL; Possible CLUTCH PACK METAL and/or possible BUSHING/THRUST PLATE/THRUST BEARING METAL, and/or COPPER may be leaching from LUBE COOLER.				

Sample #	Wear Metals (ppm)										Contaminant Metals (ppm)			Multi-Source Metals (ppm)							Additive Metals (ppm)						
	Iron	Chromium	Nickel	Aluminum	Copper	Lead	Tin	Cadmium	Silver	Vanadium	Silicon	Sodium	Potassium	Titanium	Molybdenum	Antimony	Manganese	Lithium	Boron	Magnesium	Calcium	Barium	Phosphorus	Zinc			
BL	1	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	283	1	247	0	623	3			
1	96	0	4	38	81	0	1	0	0	0	37	10	5	0	0	0	1	0	194	1	240	1	501	14			
2	122	1	6	52	101	0	1	0	0	0	39	6	4	0	0	0	1	0	193	1	223	2	532	11			

Sample #	Sample Information								Contaminants			Fluid Properties									
	Date Sampled	Date Received	Lube Time mi	Unit Time mi	Lube Change	Lube Added qt	Filter Change	Fuel Dilution %	Soot %	Water %	Viscosity 40°C cSt	Viscosity 100 °C cSt	Acid Number mg KOH / g	Base No. mg KOH / g	Oxidation abs / cm	Nitration abs / 0.1mm					
BL	10-May-2023	12-May-2023	0	0	Unk	0	Unk			<.1 - FTIR		7.7	1.68		21	5					
1	19-Mar-2018	28-Mar-2018	56368	86129	No	0	No			<.1 - FTIR		6.4	1.72		23	4					
2	06-May-2023	12-May-2023	77457	107218	No	0	No			<.1 - FTIR		6.3	1.85		23	5					

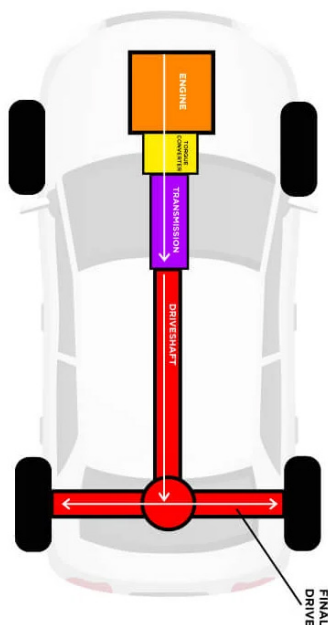
Shop Talk...

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

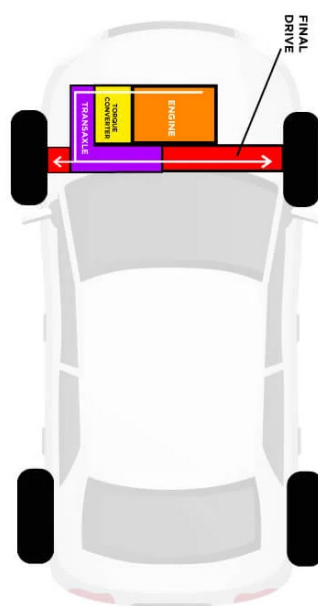
Both transaxles and transmissions are drivetrain components that deliver power to the wheels. Although they serve the same purpose, they function differently. A transaxle is a transmission, axle, and differential housed in one integrated unit. It combines the gear-changing function of a transmission with an axle and differential. A transmission only handles changing the gears, sending power to the differential through the driveshaft.

In common-person language, both the transmission or the transaxle are generally referred to as the "transmission."

There is also a CVT. A CVT, or continuously variable transmission, seamlessly changes through an unending range of effective gear ratios while you drive, whereas other kinds of mechanical transmissions.



TRANSMISSION



TRANSAXLE

Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Catalog Customers

Anthony Espinoza
Salinas, CA

Kyle Hartwig
Palatine, IL

Tara Hansen
Menominee, MI

Fleet Management Services
Harvard
Allston, MA

Rafe Petty
Clearfield, UT

James Thomas
Bannockburn, IL

Kyle Little
Atlanta, GA

Congratulations:

New Preferred Customers

Jon Mahon
Omaha, NE

Alexis Chavez
Omaha, NE

Paul Jensen
Lincoln, NE

Tim McBurney
Salina, KS

Andre Carr
Lincoln, NE

John Snell
West Bridgewater, MA

Michael Jensen
Lincoln, NE

Jermaine Ford
Williston, SC

Matt Ewoldt
Lincoln, NE

Mark Olson
Lincoln, NE

Congratulations:

New Commercial Account

Tuff Grid USA, LLC
Albion, NE