

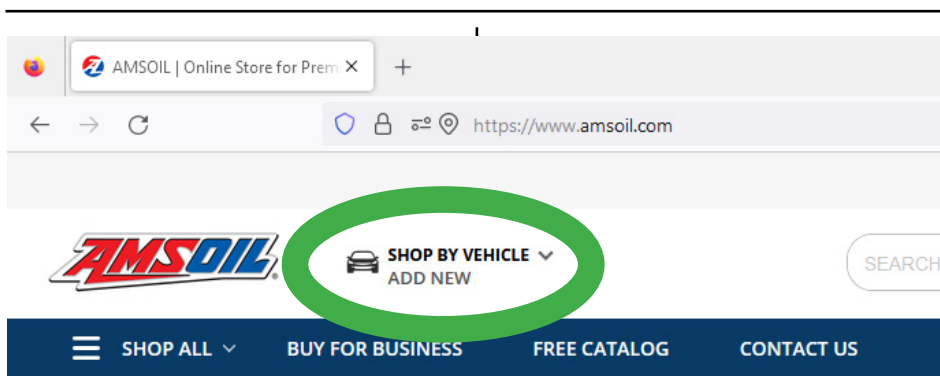
Olson Marketing Monthly

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in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

Service Highlight: Product Guides



The product guides on AMSOIL.com and AMSOIL.ca have been updated. Customers can now add their vehicles and find the right products all in one place direct from the home page.

To use the product guides, click the "SHOP BY VEHICLE" link on the home page and enter your vehicle information.

The product guides are designed to provide you with information related to equipment specifications and the products that meet those specifications.

When I am working with customers, I will always double check the information with the product guides so I can ensure the correct products are received.

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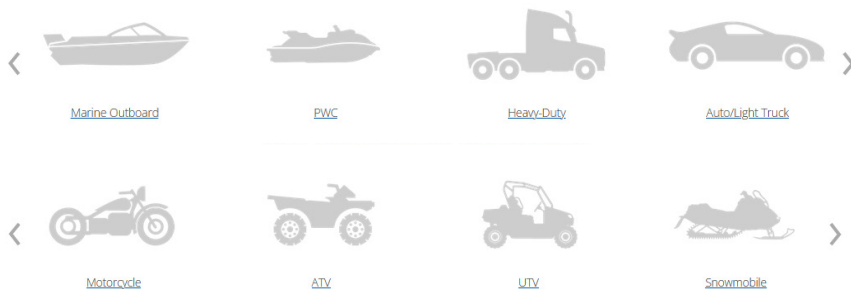
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PRODUCT GUIDES

FIND PRODUCTS FOR YOUR VEHICLE



Product Guides 101

Last month (June 2023), I procured a 2003 Toyota Camry with 241,000 miles on it and everything broken. I had several goals for this vehicle.

#1 - Produce a variety of YouTube repair videos.

#2 - Add another 10 years of life to the vehicle.

#3 - Have a more fuel efficient vehicle for commuting purposes.

I have never owned a Toyota before and with every vehicle there are many things to learn.

The first thing I did was go through the entire vehicle following my [Monthly Inspection Report](#). This is a generic report that I have updated multiple times in an attempt to get a good snapshot of potential issues.

After completing the inspection some of the issues found included the following:

Engine Oil
Transmission Fluid
Coolant
Washer Fluid
Battery Electrolyte
3 of the 5 tires
Brake Lights
Licence Plate Lights
Suspension
Wiper Blades
Gaskets
Exhaust
Air Filter (Inside and Outside)
Battery Terminals
Brakes/Rotors/Calipers

As a general rule of thumb I draw upon the illustration of fixing a house. If I purchase a house to fix (or flip), it does not make much sense to paint all of the walls or replace the carpet if the roof leaks. I need to first fix the roof leak to stop the damage from getting worse.

This is where my [Monthly Inspection Report](#) and [Amsoil Product Guides](#) come into play. I want to stop the damage from getting worse. I needed to begin internally and work my way out. This begins with fluid replacement.

I punched the vehicle information into the product guide.

2003 Toyota Camry, 2.4L

The recommended oil was four quarts of [Signature Series 5w-30](#) and the recommended filter was [EA15K09](#).

On the Product Guides, it will provide the viscosity, capacity, as well as torque specs for the engine oil drain plug (see image at bottom of screen). It did give me some options between 10w-30 and 5w-30 depending on the temperature variables that this vehicle will be run. I choose to install 5w-30.

When it came to Transmission Fluid, the recommended Transmission Fluid was [Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid](#). However, there were multiple different transmissions listed:

Automatic
U140E...TIV
U241E...TIV

Manual
E351 (5-SPD) GL-4
E351 (5-SPD) GL-5

Knowing that this vehicle has an Automatic Transmission, I could easily eliminate the Manual Transmission choices. This left two choices. To find the correct transmission, I needed to look at my door panel. There is a sticker on the door panel that tells me what the transmission type is.



Located on the sticker it read:
A/TM:-01A/U241E

The next task was to determine the quantity of fluid I needed to purchase.

continued on next page...

Oil Grade: SL

Viscosity:

10W-30 (Above -18)

Capacity:

5W-30 (All TEMPS) - SAE 5W-30 is preferred.
4 quarts (with filter). After refill check oil level.

Torque:

18 ft/lbs (Oil Drain Plug)

Product Guides 101...continued

For Automatic Transmission: U241E....TIV

SPECS INFO ≡

Capacity:

3.7 quarts Initial Fill.

Capacity:

4 speed U241E Total Fill 8.7 quarts.

On the product guide for my transmission, there is a small button labeled "SPECS INFO."

When I click on the SPECS INFO button additional information appears. It shows that the Initial Fill capacity is 3.7 quarts and the Total Fill capacity is 8.7 quarts.

Essentially, these numbers mean the following:

#1 - If I were to only pull the plug and drain the pan, about 3.7 quarts of fluid would be dumped from the transmission.

#2 - If I were to perform a full transmission service and clean the entire system, it would hold a total of 8.7 quarts.

However, if you are flushing the entire system, it is always advisable to push through additional fluid to ensure all of the contaminated fluid gets removed. This is even more important when [Amsoil Engine and Transmission Flush](#) is used at the onset of performing this service.

The purpose of using Amsoil Engine and Transmission Flush at

the onset of servicing your transmission has several key components.

Amsoil Engine and Transmission Flush is a detergent-based formula designed to clean sludge and deposits build-up. Essentially, it will break-down and the junk that has built up in the transmission over the years.

However, once you have installed the Flush product and idles your vehicle, you will want to drain the entire system and replace the filter. This applies to both Engine Oil and Transmission Oil (depending on the type of service that you are performing).

What you don't want to do, is run the Flush product and then only drain out half of the Transmission Fluid from the system. If this occurs, the flush product will work as a contaminant to the new fluid affecting the new fluid's ability to do its job.

Thus, it is important that all existing transmission fluid has been removed from the engine. To ensure that all the fluid has been removed, it is necessary to pump

additional fluid through the system.

So, although the Amsoil specification states that the system holds 8.7 quarts. I ended up ordering a total of 16 quarts of fluid. I will talk about this in more detail as well as the transmission flush procedure in next month's newsletter.

I also filmed the entire process and will share that as well.

As for other fluids shown on the Product Guides, they are fairly straight forward. For my vehicle is was as follows:

Brake Fluid - DOT 3

Coolant - Propylene Glycol

Power Steering Fluid - ATF

Other Items

Air Filter

Cabin Filter

PI Performance Improver

Upper Cylinder Lubricant

Synthetic Multi Purpose Grease

Metal Protector

Silicone Lubricant

Degreaser

Power Foam

Miracle Wash

and Others

Shop Talk...

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

As I said in the very beginning, I always use the Product Guides when working with customers. I don't claim to be an expert on every vehicle ever manufactured, and in all honesty I have a hard time remembering what oil my own vehicles take. Fortunately, all of the information has already been recorded in the Product Guides.

The Product Guides are one of the various areas that Amsoil has been focused on improving over the last year. It is important to be able to easily access the information you need. One of the latest features is to be able to save your search settings for all of the vehicles you have as well as being able to integrate your vehicles into the My AMSOIL Garage tool.

If you have any questions or need any information, don't hesitate to reach out. The primary role of an Amsoil Dealer is to answer questions and provide information to the customer.

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Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Catalog Customers

Arch Morgan
Livingston, LA

Leslie Kant
Lincoln, NE

David Knaup
Lincoln, NE

Hazel Carter
Lancaster, SC

Edward Hughes
Leechburg, PA

Carson Bates
Wilber, NE

Dylan Davis
Lincoln, NE

Congratulations:

New Preferred Customers

Vincent Golia Jr.
Southington, CT

Ben Scruggs
Kansas City, MO

Nathan Warren
Federal Way, WA

Travis Shirley
Rothsay, MN

Scott Macchio
Northvale, NJ

Alexander Bleecker
Shepherdsville, KY

