

Olson Marketing Monthly

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in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

Service Highlight: AMSOIL EA Oil Filter

AMSOIL Oil Filters feature advanced, full-synthetic media that traps and holds a greater amount of small, wear-causing contaminants compared to conventional filters. They provide extended service intervals for increased convenience while helping reduce engine wear

SERVICE LIFE

When used in conjunction with AMSOIL synthetic motor oils, AMSOIL Oil Filters are guaranteed for extended service life:

- Filters designated with product code EA15K are recommended

for 15,000 miles (24,000 km) or one year, whichever comes first, in normal or severe service.

- Filters designated with product code EAO are recommended for 25,000 miles (40,000 km) or one year, whichever comes first, in normal service or 15,000 miles (24,000 km) or one year, whichever comes first, in severe service.

- NOTE: Change oil filter at every oil change.



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What Makes Amsoil Oil Filters Different?

There are a few key elements that make AMSOIL Oil Filters different than other manufacturers.

High Efficiency

Efficiency is a filter's ability to capture contaminants. The more efficient a filter is, the more contaminants it will remove from oil. AMSOIL Oil Filters provide a filtering efficiency in accordance with industry standard ISO 4548-12 of 99 percent at 20 microns – one of the best ratings on the market. Some competitors also claim 99 percent efficiency, but at larger particle sizes of 30 to 40 microns.

Less Restriction

Proper oil flow is essential to keep engine parts lubricated at all times. AMSOIL Oil Filters' synthetic fibers are smaller than

the fibers used in traditional filters, allowing for lower restriction which decreases engine wear. Our filters allow oil to flow through more easily than a typical cellulose filter does during cold-temperature warm-ups.

Contaminant Retention

A filter's capacity refers to the amount of contaminants it can hold and still remain effective. AMSOIL Oil Filters have a greater capacity for small, wear causing contaminants than competing filter lines. They last longer and ensure the oil is properly filtered.

Superior Construction

AMSOIL Oil Filters are made with premium-grade full-synthetic media. The strictly controlled processing of this media

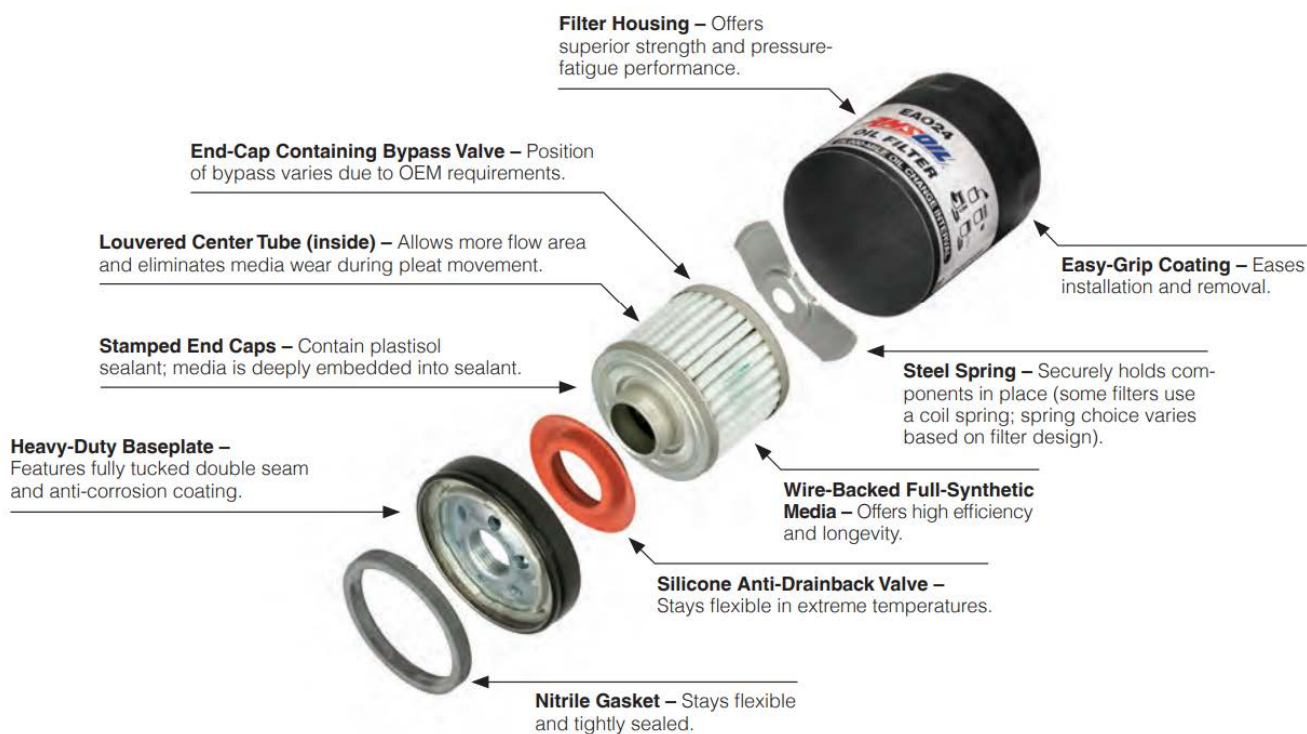
ensures accurate filter construction and delivers higher capacity and efficiency along with better durability.

Our full-synthetic media technology is resin-free to resist degradation from hot oil. It features a rigid mesh material that is pleated with the media for superior strength.

AMSOIL Oil Filters are constructed with nitrile gaskets that remain flexible and have been tested to extreme distances in severe environments. They feature fully tucked seams, a molded element seal, roll-formed threads and a long-lasting, premium-grade silicone anti-drainback valve.

Easy-Grip Coating

AMSOIL Oil Filters feature a textured coating to ease installation and removal.



Oil Filters 101

The oil filter plays a crucial role in the proper functioning and longevity of an internal combustion engine. Its primary function is to remove contaminants and impurities from the engine oil, helping to maintain a clean and efficient lubrication system. Here are several reasons highlighting the importance of an oil filter:

Contaminant Removal: The engine oil circulates through various components, picking up contaminants such as dirt, metal particles, and sludge. If these contaminants are not filtered out, they can cause friction, wear, and damage to engine components over time. The oil filter captures these particles and prevents them from circulating through the engine.

Engine Protection: Clean oil is essential for protecting the engine's moving parts. The oil film created by the lubrication system reduces friction and wear on components like bearings, pistons, and cylinders. An oil filter ensures that

the oil remains free from harmful particles, safeguarding the engine against premature wear and tear.

Improved Performance: Changing the oil and the oil filter helps maintain the efficiency of the engine. Clean oil contributes to better lubrication, heat dissipation, and overall engine performance. It also helps in preserving fuel efficiency.

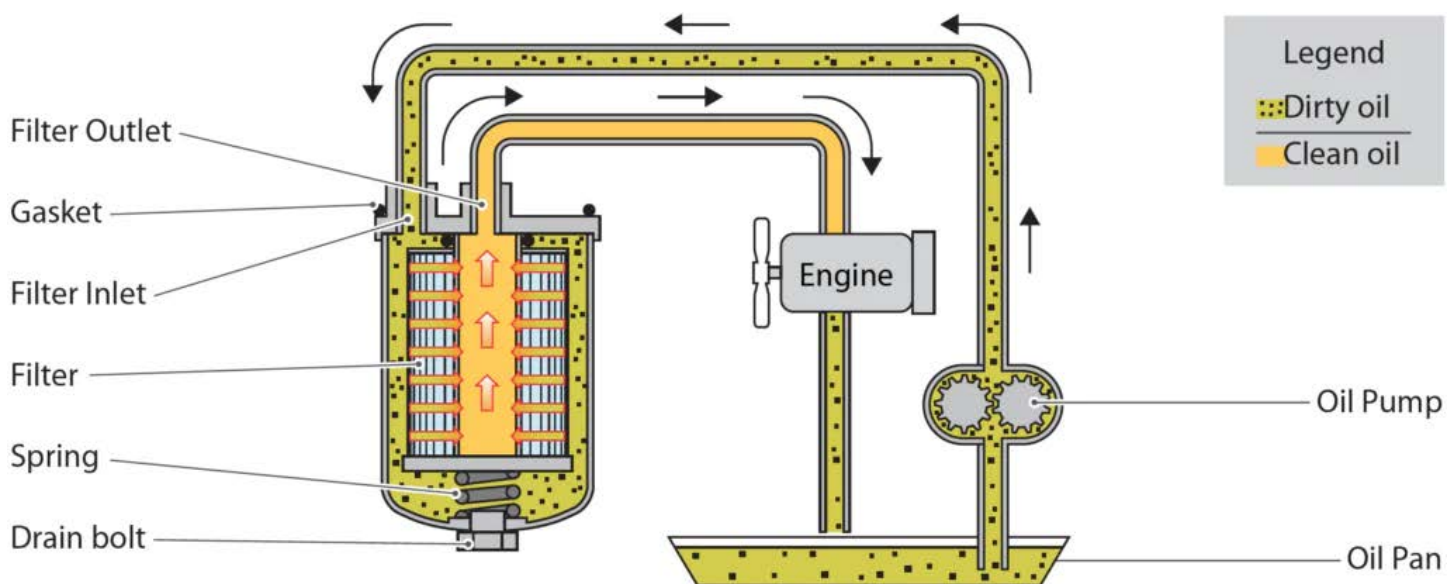
Extended Engine Life: By preventing contaminants from circulating in the lubrication system, an oil filter contributes to the overall health and longevity of the engine. Oil and filter changes are essential maintenance practices that can significantly extend the life of an internal combustion engine.

Cooling: Engine oil also plays a role in cooling the engine by carrying away heat generated during the combustion process. A clean oil filter ensures that the oil can effectively dissipate heat, preventing the engine from overheating.

Maintaining Oil Viscosity: Over time, oil can break down and lose its viscosity due to contamination and thermal degradation. The oil filter helps in maintaining the viscosity of the oil, ensuring that it can properly lubricate and protect the engine.

Prevention of Sludge Formation: As oil ages, it can form sludge, which is a thick, gelatinous substance that can clog oil passages and reduce the efficiency of the lubrication system. The oil filter helps prevent sludge formation by capturing contaminants before they can accumulate and solidify.

In summary, the oil filter is a critical component in preserving the health and performance of an internal combustion engine. Regularly replacing the oil filter, along with oil changes, is a fundamental aspect of engine maintenance that contributes to the overall reliability and longevity of the vehicle.



Shop Talk...

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

Facts about Amsoil and Filters:

AMSOIL EAO Oil Filters are guaranteed to allow for extended service life of up to 25,000 miles.

AMSOIL EA15K Oil Filters are guaranteed for extended service of up to 15,000 miles.

AMSOIL Signature Series Synthetic Motor Oil is guaranteed for up to 25,000 miles or 1-year.

AMSOIL Extended-Life Synthetic Motor oil is guaranteed for up to 20,000 miles or 1-year.

AMSOIL OE Synthetic Motor Oil needs to be changed per the vehicle manufacturer's specifications. Out of curiosity, I went on Ford's website and selected a random vehicle (2018 F150) and found that the OEM service interval is 10,000 miles or 1-year. I did it again (2022 Ford Edge) and found the same OEM service interval. Out of further curiosity, I also looked up a random vehicle on Toyota (2020 Camry) and found that the OEM service interval is 10,000 miles or 12 months also. However, if you drive consistently in cold weather or always make short trips (under 5 miles), it is reduced to 5,000 miles or 6 months.

My question is...what happens if you don't follow the recommendations by Amsoil? What happens if you double the time between oil changes? We will discuss this in next month's newsletter.

Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Catalog Customers

Brian Moore
Peoria, AZ

Jason Jones
Valparaiso, IN

Joseph Aleto
Port Angeles, WA

Joseph Faught
Leander, TX

Ruben Alvernaz
Antioch, CA

Ryan Beaman
Manchester, IA

Congratulations:

New Preferred Customers

Sam Chlebek
La Porte, IN

Angel Gamboa
Irvine, CA

Patricia Feliciano-Rodriguez
Lindenhurst, NY

Raymond Poole
Lincoln, NE

Rick Brinkman
Lincoln, NE

Brandon Maioto
Oakville, ON



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Coming Up Next Month:

The Good
The Bad
and The Ugly

with extended oil
change intervals.

