

Olson Marketing

Monthly

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Your Amsoil Information News Source

Roads...We Don't Need Roads.

This month I had the pleasure to travel with my wife and two kids from Papillion, Nebraska to South Padre Island, Texas. As we were planning this trip we quickly realized that travel via airplanes was too expensive for our budget. The alternative was to drive our 2008 Hyundai Elantra. The drive allowed us to see the country side and drive places we haven't been before....and some that we don't want to drive through again. Driving on the Texas Tollways was especially interesting. Taking Exit 265 near Georgetown, Texas

will lead you to a 100 mile stretch of Texas State Highway, known as Pickle Parkway, which is a toll road where there are virtually no other vehicles and the speed limit increases to 85 miles per hour. This 85 mile per hour speed limit is the highest posted speed limit in the United States.

During this stretch I was able to average 35 miles per gallon, which was the best I saw the entire trip. However, my GPS maps didn't know a new section of the highway opened up last October.

-Jon Olson



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New Preferred Customers

Dr. Michael Patestas
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Kristin Walker Vinal
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Lincoln, NE

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Preparing Your Vehicle For Your Next Trip

As I stated on page 1 of this newsletter, my family and I went on vacation to South Padre Island. I won't talk about the 20 hour car ride with small children. Nor will I talk about the 20 hour car ride back home with small children. I wanted to focus on what I did to prepare my vehicle for the trip.

One day of each month I spend two hours and perform some basic preventative maintenance tasks. I first wash my vehicle using [Mother's Brand California Gold Car Wash](#), and spray some [Reflections Tire Care](#) just to make sure everything is looking great. Next, I vacuum the inside and use [Mother's Brand Glass Cleaner](#) on the windows. After this, I address the engine. I check the oil, transmission fluid, power steering fluid, brake fluid, windshield washer fluid, and coolant. I ensure the battery terminals do not have corrosion on them and I clean the air filter. I then squeeze the radiator hoses to ensure they feel firm and feel the drive belts to check the tension and feel for cracks or chunks missing. Lastly, I check the tire tread depth and tire pressure, as well as all interior and exterior lights. If I take my time, it takes about two hours of my day, once a month.

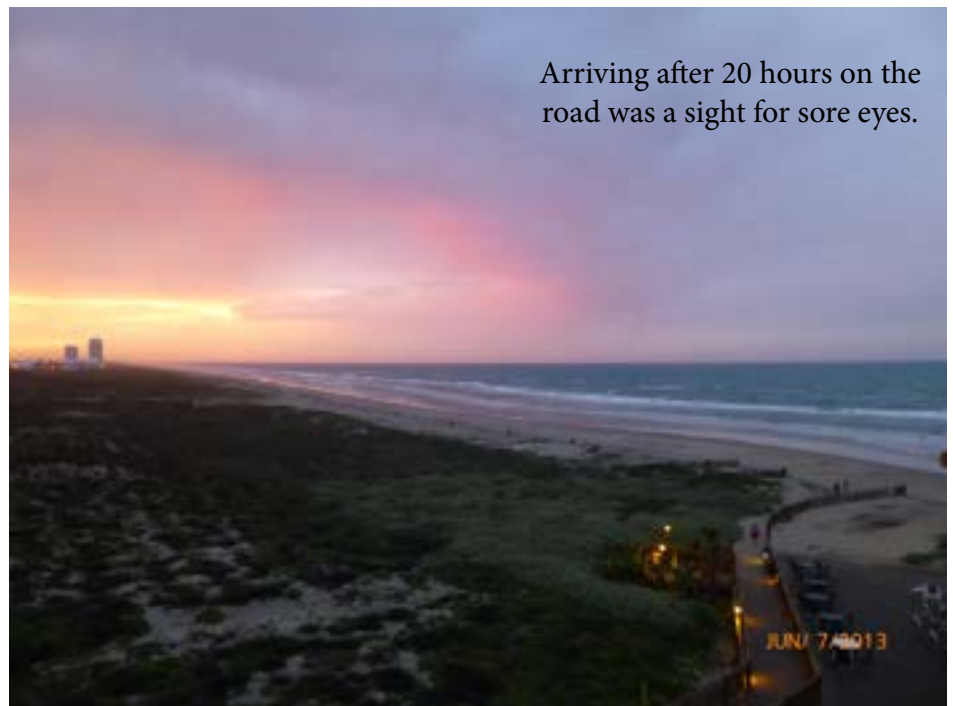
Two years ago I switched from the conventional antifreeze (that came installed from the factory) to [Amsoil's Antifreeze](#). One year ago I switched from the conventional Transmission Fluid (that came installed from the factory) to [Amsoil's Synthetic Multi-Vehicle Transmission Fluid](#). One month

prior to leaving for this trip I performed my yearly oil change using [Amsoil's Signature Series 100% Synthetic Motor Oil](#). Additionally, I flushed the brake system and replaced the conventional brake fluid (also installed from the factory) with [Amsoil's Series 500 High-Performance DOT 3 Brake Fluid](#). I also replaced all four tires, just for my own peace of mind as the factory tires were showing signs of wear and age. Lastly, every three months I add a bottle of [Performance Improver](#) to my fuel to clean the fuel system.

As we drove I kept a log of gas purchases and miles traveled which allowed me to calculate my gas mileage the entire trip. When I purchased the vehicle, it was advertised that it would get 38 miles per gallon on the highway. However, that calculation is based upon one person in the car, with no luggage, traveling at a predetermined speed. I had four peo-

ple in the car and probably 300 pounds of luggage/food/etc. On the highway, I was able to average about 33 miles per gallon and in South Padre Island I averaged about 24 miles per gallon in stop and go traffic with a maximum speed of 30 miles per hour.

It is always good to keep a log of gas purchases, miles traveled and miles per gallon. If you are familiar with your vehicle's fuel economy, it is easier to foresee potential problems. If you typically get 25 miles per gallon and all of a sudden you are getting 20, or 15. That could be a indication that something in your engine is not operating properly. Or it could mean that the gas station you filled up at has bad gasoline. Either way, being aware of how your vehicle operates will allow you to catch problems before they occur. Not addressing small problems (such as poor gas mileage) always leads to more costly repairs.



Arriving after 20 hours on the road was a sight for sore eyes.

Vehicles Will Always Have Problems

On the previous page, I talked about performing preventative maintenance tasks as one method to ensure your vehicle is performing at peak operating condition as well as being able to catch problems before they become expensive repairs.

Although you can perform all necessary preventative maintenance tasks routinely, there will still be system malfunctions. This is the nature of vehicles.

Two days prior to my trip to South Padre Island, I received a recall notice from Hyundai for the Brake Stop Lamp Switch. I was informed that there might be a slight possibility that the switch will malfunction and I will have no brake lights (in addition to other issues). I attempted to schedule an appointment with the dealership but they were booked solid for two weeks. I had to schedule the appointment for when I returned. Prior to beginning our drive I checked all interior and exterior lights as part of my routine preventative maintenance tasks (discussed on page 2 of this newsletter) to ensure they were operating properly. After receiving the recall notice, I double checked the lights to make sure they were working.

Eight hours into the trip, in Norman, Oklahoma, just outside of Oklahoma City, a yellow convertible pulled up next to me and informed me that I have no brake lights. Quickly, I typed in the nearest Hyundai Dealership into the GPS. I arrived at the Hyundai Dealership and inquired about getting the problem fixed. Unfor-

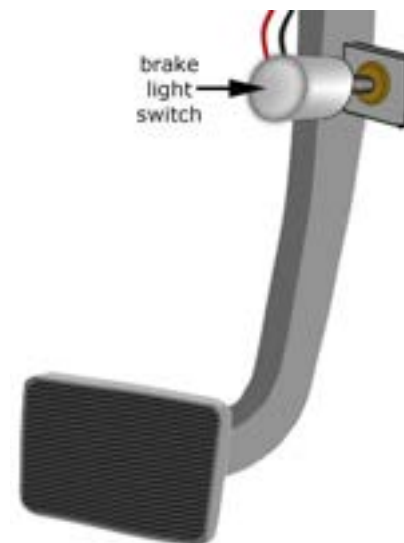
tunately, their service department had closed several hours earlier. I still had another four hours to drive to our hotel and another eight hours of driving the following day and couldn't wait until the next day to get it fixed by the dealership. I asked if there was an auto parts retailer nearby and was directed to O'Reilly Auto Parts in Norman, Oklahoma.

Being an auto shop teacher for the last seven years, I have worked with many automotive part retailers. Several years ago, I partnered with O'Reilly Auto Parts in Papillion, Nebraska as they are always more than willing to help me and my students in any way they can.

Having never replaced a Brake Stop Lamp Switch before, the young lady that assisted me was more than knowledgeable in helping me find the right part and in getting me the correct information to fix it. Furthermore, the staff allowed me to use their tools for the fix. \$15.00 and 15 minutes later I was back on the road with fully operational brake lights.

The lesson learned is that although I keep up with the preventative maintenance for my vehicle, there is always a chance that systems will fail. Having a basic knowledge of how your vehicle operates and a basic knowledge of tool usage can be the difference between getting back on the road or being stranded. However, it always helps to get some information from an expert. I always tell my students to go to O'Reilly's and ask questions.

By this point, you may be wondering what a brake light switch is and where it is located.



The brake light switch (stop lamp switch) is an electrically powered switch that triggers the brake lights to activate when the brakes are applied. It is located under the dash, on the driver side, and is attached to the brake pedal assembly. As you depress the brake pedal the "button" on the brake light switch moves, activating the brake lights.

The fix was quick and simple. However, as it was explained to me by one of the Parts Specialists at O'Reilly's, "You just need to stand on your head to get to it."

The best part was that my two children watched as I solved this problem which allowed me to use this as a teaching moment.



Don's Corner...with Don Olson

In June I referred a Preferred Customer to an installer to replace his Transmission Fluid and filter. The person's transmission fluid had (apparently) never been changed as it showed up with an error code of dirty (or old) fluid. This was a concern for the installer as he could not guarantee that the new synthetic transmission fluid would correct the problem of rough shifting as the vehicle had over 170,000 miles on it.

The vehicle also needed some corrective maintenance as the preventive maintenance obviously had not been kept up on a regular basis.

With this particular vehicle, after servicing, the transmission problem was apparently fixed (as I have not heard of any problems with it since), and the other problems were repaired also. The customer was appreciative that the problems were repaired and the vehicle seems to be back in operation better than when it was taken in.

However, the installer was very concerned about the vehicle's safety as regular maintenance had not been accomplished in a timely manner.

The customer was more than a little distraught at the cost of repairs which were quite a bit more than first quoted for just changing the transmission fluid and filter.

The key here is to know what preventive maintenance is needed and what time frame you should consider getting all maintenance done.

We have published in [previous issues](#) of this newsletter those approximate intervals (according to manufacturer's recommendations) so you could keep your vehicles in top safe running condition.

Please take a look at the first few issues for those intervals and also, please pass this newsletter on to anyone on your e-mail list so they will be able to keep the maintenance up to date on their vehicles. As a Preferred Customer you purchase the products at the same price as we do ... we make no profit on them, they are at the wholesale (dealer) prices. Dealers earn their money from the volume every month that goes through their independent dealerships. That means that we have to continually have many customers in order to earn a few dollars.

Our concern is that you have the opportunity to use the best synthetic lubricants in the industry at the best price. Of course those purchasing at Retail (catalog) we do make a modest profit.

We also offer other tips (see Shop Talk with Jon in most issues). As well as helping you answer all of your lubrication questions.

We appreciate your business and we desire for you to have the safest vehicle on the road that will last for more years and many more miles than other vehicles you have owned in the past.

Personally I have a 1992 Astro Van, V6 with 167,000 miles on it. I change my oil once a year, and have since 1993.

My 2002 Saturn (sedan) is a 4 cylinder and has 138,000 on it. I change oil in it every year, but check it about every 1000 miles to ensure it is topped off.

Preventive maintenance on both vehicles is kept up to date and whenever corrective maintenance is necessary I get it taken care of immediately.

Thanks for helping us to help others keep their vehicles in top safe condition.

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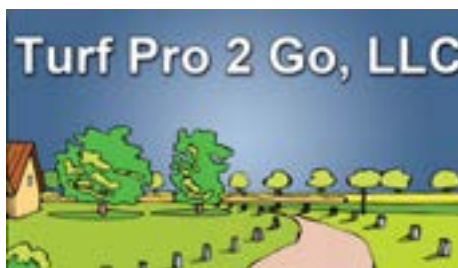
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