

Olson Marketing

Monthly

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Your Amsoil Information News Source

Product Highlight - Power Foam

Have you had the experience of using [Amsoil's Power Foam](#) yet?

I recommend using [Amsoil's Power Foam](#) on your vehicle if it has over 50,000 miles on it. Moreover, I recommend using one can every 25,000 miles beyond 50,000 miles.

Case in point...[Amsoil's Power Foam](#) improves engine performance by removing gum, varnish and carbon deposits that affect power, operation, idle and fuel economy. [Power Foam](#) cleans intake valves, intake manifolds and throttle plates to keep the combustion intake system running at peak efficiency. Effective in both two-cycle and four-cycle gasoline engines, [Amsoil's Power Foam](#) helps reduce engine ping and keeps carburetors and injector systems operating like new. Power Foam is safe for fuel injectors, catalytic converters and emission control devices. It will not damage seals, gaskets, rubber or plastic materials commonly used in gasoline engines.

Interested in learning how to Use [Amsoil's Power Foam](#)?

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Demystifying the Exhaust System

Exhaust System Basics

Every exhaust system functions in the same manner. Burned gases leave the engine through the exhaust ports and enter the exhaust manifold. From the manifold, gasses travel through the exhaust pipe, catalytic converter and muffler. The gasses leave the vehicle via the resonator, if used, and the tail pipe.

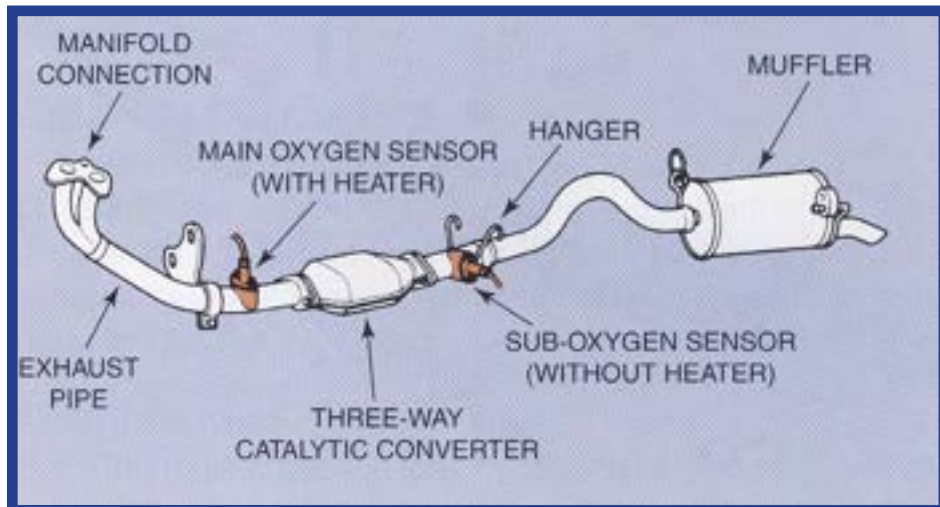
The diagram, at top right, shows a standard single exhaust system. Only one exhaust pipe is used on this system. This system has two oxygen sensors installed in the pipes. The exhaust gases will first pass by the Main Oxygen Sensor.

The Oxygen Sensors sense the amount of oxygen in the exhaust gas. The difference between the oxygen in the exhaust and the outside air causes a chemical reaction which produces a very small amount of electricity. This results in a voltage signal to the vehicle's computer. The computer will interpret the data and make adjustments in the fuel delivery system to produce a different air/fuel mixture in the engine. This happens rapidly in the normal operation of an engine.

As the exhaust gases continue, they pass through the Catalytic Converter, which is placed before the Muffler (as shown top right).

The Catalytic Converter is a device installed in the exhaust line to significantly lower levels of hydrocarbons, carbon monoxide, and oxides of nitrogen.

The exhaust gases will then pass



through the second Oxygen Sensor and on to the Muffler. The Muffler has the job of reducing engine noise without restricting exhaust flow enough to cause excessive back pressure.

Exhaust System Maintenance

Although your exhaust system is located underneath your vehicle and is often difficult to access, you can still do a few things to extend the life of your exhaust system components.

First off, you can always do a visual inspection of the manifold (which can be usually seen from the top of the engine). If you don't mind crawling on the ground you can do a visual inspection of the other components also. Along with the visual inspection is an auditory inspection. Listen for excessively loud engine sounds during acceleration or rattling when you start your vehicle.

Secondly, the water that is created by your catalytic converter is what can cause early failure in the rest of your exhaust system. As your vehicle runs, the muffler and tail

pipe heat up and evaporate the water in the exhaust. If you only drive for very short time periods (under 15 minutes), the exhaust system may not heat up enough to evaporate the water. Water remaining in the muffle and tail pipe will cause early corrosion.

Lastly, you can help prevent future exhaust problems by ensuring your fuel delivery system is clean. Poor quality fuel mixtures can lead to increased buildup in the fuel and exhaust system. Using [Amsoil's P.I. Performance Improver](#) will clean your fuel delivery system and is safe for use with catalytic converters and oxygen sensors.

[Amsoil's Power Foam](#) is also designed to clean fuel system components and ensure they are operating at peak performance. [Amsoil's Power Foam](#) removes gum, varnish and carbon deposits within the system. Specifically, it is designed to clean intake valves, intake manifolds and throttle plates. If the inside of your engine is clean then you don't have contaminants working their way into your exhaust system.

Smoke It Out With Amsoil's Power Foam

I wanted this month's instructional video to focus directly on using an Amsoil product to receive instant performance benefit results. It was difficult to select one because it seems that pretty much every Amsoil product gives you instant performance results. I decided to go with [Amsoil's Power Foam](#) because I had not yet serviced my Intake system on my vehicle. Currently there is just over 100,000 miles on it.

In past newsletters we have talked about the importance of cleaning your fuel delivery system with the use of [Amsoil's P.I. Performance Improver](#). This will clean your fuel tank all the way to the fuel injectors and your combustion chambers. Another part of the engine that needs to be cleaned is the induction system. An engine runs on a mixture of fuel and air. With both of those systems there are a lot of components that get dirty from a variety of sources. Primarily, unwanted deposits can occur from ethanol and degraded fuel.

On my "List of things to do to my truck", cleaning the Intake system has always been near the top. It is a service that takes about 30 minutes, costs under ten bucks, and can vastly improve your vehicle's performance.

Click on the image below to watch a video tutorial I put together outlining the process to service your intake system. Keep in mind all engines are different and the procedures for your vehicle may be slightly different.

One thing that I did not do during this service was to drive my vehicle for a short while after the service was complete. If you are doing this service, I highly recommend you drive your vehicle afterwards and let me explain why.

I performed the service as outlined in the video. However, instead of driving my vehicle (after letting it sit for 10-15 minutes) I went inside and started editing my video footage. Time got away from me (as it always does when you are making fun videos) and it got late so I went to bed.

The next morning I had to run into work so I hopped in my truck and began driving. When I left my house I could feel that something was different and about two blocks away my truck began to struggle a bit. I initially thought it could be a PCV valve failure but as I pushed the accelerator a little more something happened.

It was as if the floodgates of my exhaust system opened up. I looked in my rear view mirror and could no longer see the vehicles behind me because they were now engulfed in plumes upon plumes of thick white exhaust smoke. The hesitation in my truck immediately stopped and the engine began running smoothly again as my exhaust system was evacuating all the crud that had built up over the years.

When you clean your intake system with [Amsoil's Power Foam](#) all the junk that is cleaned gets evacuated through the exhaust pipe which looks like thick white/gray smoke.

I would have liked to have seen the reaction on the faces in the cars behind me but the smoke was too thick to see them for the next 6 blocks. I'm sure they thought something exploded in my vehicle. By the time I got to work my exhaust system just had small amounts of white/gray smoke coming out of it. On the way home I clearly noticed a dramatic increase in power, performance and smoothness in the engine. It was amazing.



One of my favorite things to teach students is how to change a flat tire in their vehicle. I begin with a real-world scenario.

“It is the last day of the school semester and you are driving to Mr. Olson’s class so you can take the final exam. If you pass the final exam you will receive credit for completing the course and will meet all the requirements to graduate.”

“All of a sudden you get a flat tire. Class starts in 30 minutes and Mr. Olson won’t let you in if you are late. What do you do? There is no time to call your mom to come pick you up or get a tow truck.”

I have one of my students park their car near the school and the entire class gathers around it as I walk them through the procedures for changing the flat tire. Periodically I will ask them what time it is and make note of how many minutes we have before the final exam starts.

Throughout the process I ask them lots of questions and review key information such as “don’t put the lug nuts on backwards”. Inevitably, after I have replaced the “flat” tire with the spare tire and lowered the vehicle down to the ground, we all come to the realization that the spare tire is flat also.

I make a point to clearly explain that we went through this whole entire process to replace a flat tire with another flat tire.

I teach my students that there are three key concepts when changing a flat tire, and I use those concepts to progress myself through the process.

Concept #1: No Junk In Your Trunk

If you have a bunch of junk in your trunk then all of your junk is going to be on the side of the road so you can get access to your spare tire.

Concept #2: Air In Your Spare

As discussed at the left, you don’t want to go through this entire process just to change a flat tire with another flat tire. Most people have never checked the tire pressure in their spare tire and after a few years, the tire goes flat. Think about what happens to your bicycle tires when you haven’t ridden it all winter.

Concept #3 Snug The Lugs

The last thing you don’t want to have happen is to have your tire fall off because you didn’t tighten the lug nuts. Yet, this happens more frequently than you may think.



By Don Olson ZO#4901

Having done the previous suggestions (from earlier newsletters) you are now better prepared to keep your organization moving ahead. What I have found is that it is essential to keep in contact with everyone in my organization at least once a quarter ... better once a month. This newsletter is my 'once a month' communication, however, some dealers do not have Email addresses, so I try to communicate with them via phone or Snail Mail about once a quarter. This lets my organization know how they can contact me with questions or comments or to ask for help.

By using Snail mail at least once a year anyone that has moved since the last snail mail contact will be sent back to me usually with a new address that they had left at the post office. That way I can keep my records and AMSOIL records up to date.

If you choose Email to keep people informed ... never, never send forwards. Keep it business like. People are too busy to have to deal with 'junk' mail. I also try to indicate in the "subject" line something regarding AMSOIL. That way each person knows before they open it what subject it contains.

Number 10 suggestion for dealers: Make a commitment that you want to build your AMSOIL business ... even if only slowly. Set an obtainable goal each month, at least slightly larger than the previous month.

AMSOIL BUSINESS PARTNERS



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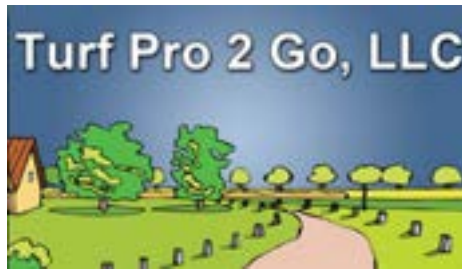
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