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Your Amsoil Information News Source

U.S. Vehicle Population Grows

According to a recent IHS Automotive study, the average vehicle age in the United States is 11.4 years, while vehicle scrap rates are down and new vehicle registrations are up. In fact, there are 3.7 million (1.5 percent) more vehicles on the road since July 2013, representing the largest increase since 2005, and new vehicle registrations surpassed the vehicle scrappage rate by 24 percent over the 12-month study.

"IHS Automotive forecasts that the volume of vehicles zero to five years old will increase by 32 percent over the next five years while vehicles in the 6- to 11-year-old category will decline by 21 percent," said Mark Seng, IHS Automotive director of aftermarket solutions. "Because of improved quality and consumers holding their cars and light trucks longer, vehicles 12-plus years old continue to grow and will increase by 15 percent by 2019."

Given the increase in vehicles on the road, it should be understood that with every vehicle comes vehicle maintenance and service. In the world of education and training, this also means that there will be an increased demand for auto mechanics. According to the U.S. Department of Labor, we will need an additional 50,000 service technicians and mechanics by the year 2022. We can even go beyond these numbers and theorize an increase in the automotive replacement parts suppliers as well as manufacturers of those parts. Let's even go a step beyond and think about those retail establishments that supply parts as well as fluids and other automotive products. How many of those companies are educated on the importance for quality lubricants beyond what the minimum recommendations set by the manufacturer? More importantly, how many of those retail establishments have even heard of Amsoil? I come across many companies that have heard of Amsoil and know that it is defined by "quality" but they don't know where to get it or how to put it in their stores.

You have the knowledge and ability to provide them with some information that will help both their business and their customers.

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Congratulations:

New Preferred Customer

Douglas Roetman
Omaha, NE

Matt Bornschlegl
Lincoln, NE

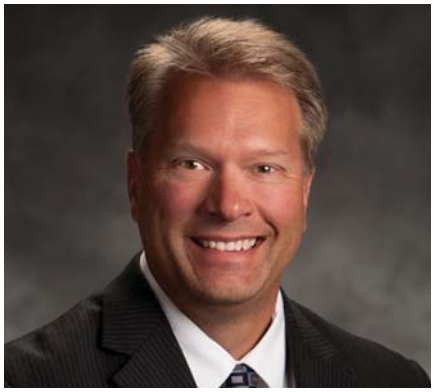
Tom Ingram
Lincoln, NE

Jay Miller
Lincoln, NE

Dealer Contact

Lincoln
Don & Peg Olson
ZO# 4901
402-489-3930
www.lubedealer.com/4901
diolson@windstream.net

Omaha
Jon & Stacey Olson
ZO# 10458
402-990-7940 (text or call)
www.lubedealer.com/10458
teacherjon@gmail.com



There's more to lubrication than simply reducing friction.

A balanced formula is required for optimum performance in all areas of lubrication.

Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

I think most people have an idea of what lubrication is and that it is required to keep moving parts moving and prevent them from coming into contact with one another. In other words, we want the lubricant to minimize the effects of friction and protect moving parts. Friction is both a positive and negative force in our daily lives. It is essential for everyday tasks such as walking, where friction gives you the ability to create traction between yourself and the ground. It is also the principle behind the braking systems found in automobiles. Friction can also be our enemy. The heat generated as a result of friction can cause damage. In the January 2014 edition of AMSOIL Magazine , we discussed that an oil's primary function is reducing friction. It does this by creating a film between surfaces to prevent contact, thereby reducing friction. However, lubricants are frequently needed to do more than just provide a slippery film between moving surfaces in contact. They are tasked to carry out several other functions, some of which might not immediately spring to mind when you think about engine oils or other lubricants. Let's take a closer look at six not-so-obvious lubricant functions.

Transfer Energy: Because fluid lubricants are not readily compressible, they can act as an energy-transfer medium, such as in hydraulic equipment or valve lifters in an automotive engine. This key property allows lubricants to be used in heavy equipment to transfer energy from a hydraulic motor to pistons, which provide the means to actuate shovels, forklifts, and so on. Automatic transmissions are another good example; the fluid inside the torque converter creates and transfers energy to make the transmission work.

Clean: Lubricants maintain internal cleanliness by suspending contaminants within the fluid or by preventing the contaminants from adhering to components. Base oils possess a varying degree of solvency that assists in maintaining internal cleanliness. Solvency is the ability of a fluid to dissolve a solid, liquid or gas. While the solvency of the oil is important for maintaining cleanliness, detergents and dispersants play a key role. Detergents are additives that prevent contaminants from adhering to components, especially hot components such as pistons or piston rings. Dispersants are additives that keep contaminants suspended in the fluid. Dispersants act as a solvent, helping the oil maintain cleanliness and prevent sludge formation.

Cool: Lubricants are used to cool the parts of a component or machine while in operation – like a fan or air conditioner is used to cool the inside of a house. Reducing friction minimizes heat in moving parts, which lowers the overall operating temperature of the equipment. Lubricants also absorb heat from contact surface areas and transport it to a location to be safely dispersed, such as the oil sump. Heat transfer ability tends to be a trait of the base oil's thickness – lighter oils tend to transfer heat more readily.

Seal-Out Contaminants: Lubricants are used to seal components from outside contamination, like windows in a house or automobile. They can act as a dynamic seal in locations such as piston rings and cylinder contact areas to prevent contamination.

Dampen Shock: A lubricant can cushion the blow of mechanical shock, just as a shock absorber in a car dampens road vibrations and imperfections. A highly functional lubricant film can resist rupture and absorb and disperse these energy spikes over a broad contact area. When the mechanical shock to components is dampened, wear and damaging forces are minimized, extending the component's overall life.

Protect Against Corrosion: A lubricant must have the ability to prevent or minimize internal component corrosion. Lubricants accomplish this either by chemically neutralizing corrosive products or by establishing a barrier between the components and the corrosive material.

The important takeaway here is that lubricant quality is not about excelling in one performance area; rather, it's about the entire set of performance properties. This is another reason why AMSOIL synthetic lubricants provide such excellent value. In the key areas of quality, reliability and service life, AMSOIL synthetics are second to none. They not only excel in reducing friction, they provide across-the-board performance and protection in all crucial aspects of lubrication. ■

This excerpt is from Amsoil Magazine - August 2014 edition.

The Altrum Minute

As people age, white water rafting, kayaking, swimming and hiking become activities they imagine or remember. Direct Jobbers Pat and Donna Grady of Broken Arrow, Okla. continue to enjoy those activities.

At 63, Pat Grady said he has a hard time thinking of himself as part of the older generation. "We rarely are sick and have virtually no health issues," Grady said. That's their story. "With our active lifestyle, we are staying young by exercising, eating right and using ALTRUM products," Grady said. "Last year, we were away from home 22 weekends. Of those weekends, 16 of them were at the lake where we boat, swim, kayak and hike. I am the second oldest on the dock and the youngsters can't keep up with me."

"While many of the ALTRUM products work to keep you healthy with a strong immune system, a few of the products give you noticeable change in your health," Grady said. "With the use of A.J.'s Ultra Multis, Vitamin C, Bee Pollen, Coenzyme-Q10 and Daily Garlic Support, neither Donna nor I have had the flu in years. The last time I was too ill to work was 1991. I have had zero sick days in more than 22 years. When we do get a common cold, it doesn't hang on for long and doesn't put us in bed. We don't have time for it."

-Direct Jobbers Pat and Donna Grady

Learn more at:
AltrumOnline.com

Grow with AgGrand

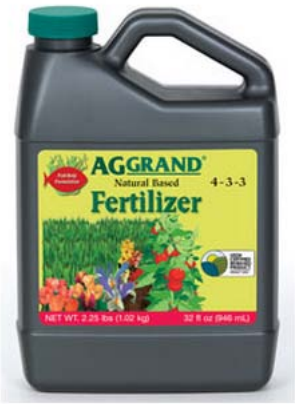
The other day my neighbor asked me what I put on my lawn. Thinking he had seen me putting some insecticide down, I said, "I put some bug stuff that I bought on sale. The cheap stuff".

He clarified and said that my lawn looks really green and thick, yet he rarely sees me mowing it. He noted that he mows two to three times a week and it isn't near as green as mine.

I told him that I wasn't sure about the mowing part, but I regularly apply AgGrand's Fertilizer. I told him that I was experimenting with it this year to see if it made a difference.

Until he had said something I didn't know if it was making a difference or not. I suppose it could have been similar to one of those scenarios where you haven't seen a relative in a long time and when you finally do, you are amazed at how they changed. Yet if you see them every day, you don't notice them changing.

Anyway, I passed along the information about AgGrand's Fertilizer and AgGrand's Hose End Sprayer.



Amsoil Supports You

Two years ago, Preferred Customer Jerry C. of Hurst, Texas started using AMSOIL products after years of using Mobil 1 products.

He uses AMSOIL products in his 2009 Honda CR-V, 2011 Toyota RAV4, 2012 Honda CR van and 2006 Chevrolet 3500 wagon van.

The variety of vehicles calls for a variety of AMSOIL products, and he uses Signature Series Synthetic Motor Oil, Signature Series Fuel-Efficient Synthetic Automatic Transmission Fluid (ATL), P.i. Performance Improver (API) and Multi-Vehicle Synthetic Power Steering Fluid (PSF).

"By using the motor oil and transmission fluid, I am getting a one to two mpg increase," Jerry said. "The P.i. gas additive really keeps all the vehicles running smooth all the time."

Jerry explained that he used Mobil 1 synthetic products from the time of their introduction in the 1970s. However, he said, the fluid can only be used in older vehicles (DEXRON® III etc.)

"I own three vehicles now that Mobil 1 does not supply product for," Jerry said. "That's when I decided to go with AMSOIL products. It has a full-synthethic automatic transmission fluid replacement for all vehicles, including the Toyota WS fluid, the Honda DW-1 and GM DEXRON VI. I have been using AMSOIL products for all my vehicles for about two years now and have been completely satisfied".

Shop Talk
with Jon Olson

Quick recap on Checking Fluids:

Transmission Fluid

Coolant

Washer Fluid

Brake Fluid

Power Steering Fluid

Dealer's Zone

By Don Olson ZO#4901

This is a great month to concentrate on winterizing your vehicle(s). I normally change my oil and filter in September in all of my vehicles. Since I use AMSOIL Signature Series Oil and an AMSOIL filter, and I don't put 25,000 miles on any one vehicle in a year I feel confident that I can go a year between oil changes (I've been doing this since 1993) – when we purchased our 1992 ASTRO Van. And it's still going strong! I do check the oil regularly to ensure it hasn't used any. I can honestly say that I have never had to add any oil to this vehicle between oil changes.

I change my transmission fluid every five years or 50,000 miles whichever comes first with AMSOIL ATL automatic transmission fluid.

Power Steering fluid every three years or 30,000 to 40,000 miles.

Brake fluid is changed every other year and brakes bled on the off year.

AMSOIL Antifreeze is changed between 50,000 and 70,000 miles or every 5 years. I also add the Coolant Boost every year to help keep the radiator clean and running cool.

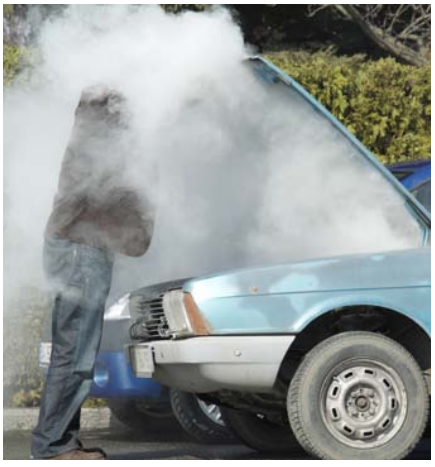
The Gear Lube is changed between 50,000 and 65,000 miles or every five years whichever comes first.

Preventive maintenance with AMSOIL products has given me extra time and money throughout the years. Occasionally I will have to take it to the shop for a problem not related to the fluids … as with every vehicle on the road.

I recommend you use AMSOIL for all of your fluids preventive maintenance. Set up a schedule (according to the manufacturer's recommendation). With AMSOIL you can extend most of those intervals … that's why I set them up according to the calendar for my preventive maintenance.

In the past month I have asked many people how often they have changed their transmission fluid. The answer I most often get is, "Huh … you have to change that?" or "Gosh … I don't know."

Don't let this be you:



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