

Olson Marketing
Monthly

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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

**Product Highlight:
OE 0W-16 Synthetic Motor Oil**

[AMSOIL OE 0W-16 Synthetic Motor Oil \(OES\)](#) launched Oct. 2. Meeting the requirements of some new vehicles.

OE 0W-16 develops a strong fluid film that keeps metal components separated and protected. Our work didn't end with simply blending a new viscosity. OE 0W-16 is formulated with unique anti-wear additives that protect critical engine parts like pistons and cams. This added protection is particularly important in the extreme environments produced by today's smaller-displacement engines that run on lower viscosity oil.



Congratulations:

New Commercial Accounts

EG Construction
Unadilla, NE

Chance Construction Co.
Hemphill, TX

New Preferred Customers

Cody Schaaf
Lincoln, NE

Nate Smith
Lincoln, NE

Dale Sweek
York, NE

John Ostransky
Ceresco, NE

John Rosenquist
Longwood, FL

New Catalog Customers

Scott Simonich
Saint George, UT

Noah Leitz
Chesapeake, VA

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Did Amsoil Destroy My Engine?

On June 6th of this year my wife and I took our two kids to the Wildlife Safari Park in Ashland, Nebraska. The main focus of the Safari Park is a four mile, drive-through wildlife experience. Basically you follow a rock path around a large chunk of land looking at animals. It isn't to taxing on a vehicle, there are a few bumps along the way and the car pretty much idles through the entire four miles. I assume the brakes would get the most wear on the vehicle.

About half way through the Safari, out of the corner of my eye, I thought I saw a light turn on and then back off on the dashboard. It was a red light. I kept a close eye on it as we continued and sure enough it flickered again. It couldn't have been on for more than a tenth of a second but I saw it. It was the oil light.

I pulled off to the side of the trail and checked the oil, thinking that it was low. Although I was on the low end of the hatch pattern on the dipstick, it was still within the acceptable range. I assumed that

since I was a tad lower than usual on oil and I was due for my annual oil change that month, perhaps the engine threw me a reminder. I kept a close eye on it for the remainder of the trip and the light didn't flicker again.

I pulled into the driveway at home and proceeded to perform my annual oil change. I even filmed it in anticipation for a video on installation of the EZ Drain Plug. I have still yet to edit the footage. Perhaps this winter I will schedule some time to devote to that.

The oil change was successful, the EZ Drain Plug installation was successful, and I sent my oil analysis sample off to Oil Analyzers, Inc. The car worked and ran like new. The light never did come back on.

Three weeks later we were packing up the car to head to Colorado. We like to do a vacation every year, if possible. We typically go anywhere within an 18 hour driving range...because it is 18 hours to the beach from our home.

This year we decided to do a slightly less expensive vacation with less drive time. Colorado is 9 hours away and we thought it would be a nice change to only take one day to drive instead of spreading it out over two days, as we do when we go to the beach.

We headed out on Sunday, July 7th. I remember thinking to myself several hours into the drive that I was amazed that this vehicle has continued to perform so well considering it is almost 10 years old. We had purchased our 2008 Hyundai Elantra brand new off the lot. It was the first time we had ever done that with a vehicle.

Not long after I had that thought of how great the vehicle was operating we made one of our multiple stops for gasoline. We had made it to Brush, Colorado. It was about 6 hours and 30 minutes into our 9 hour trip. I filled up the tank and cleaned the windows. As soon as I turned on the key I saw it. A red flicker on the dash. Again, it couldn't have been on for more than a tenth of a second. I turned the car off, checked the oil, and then turned the car back on. Two more flickers. I did an internet search on my phone to make an effort to diagnose the situation. The most common thread indicated that when the symptom is a quick flicker of the oil light, it is typically a failing oil pressure sensor. In general, if there is a solid light, it could indicate no oil or oil pump failure but that is always accompanied by very loud noises and a check engine light.

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Did Amsoil Destroy My Engine?...Continued.

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At the time the light flickered, my research indicated that the oil pressure sensor was failing. This would explain why three weeks prior it flickered and then there were no issues until now.

Using the information that I had available to me at the time, I decided to drive on. About five minutes on the road the flicker began happening more frequently. After about fifteen minutes the flicker became a solid red light. No more flicker.



There was no check engine light, no change in engine temperature and the engine itself was as quiet as a mouse. Knowing that I had recently done an oil change and I had just checked the oil and it was full, without any other symptoms, I decided to drive on. I assumed the oil pressure sensor had failed but I was still nervous. We drove an additional 110 miles until we just passed Denver. At that time we needed to take a bathroom break and pulled off the interstate and into a gas station. When I parked I could hear an ever so slight tick in the engine. I knew at that point it was not a good sign. I turned the car off, checked every-

thing over and visually from the outside there was no reason for concern. I turned the engine back on and could hear the faint tick. If I pressed the gas, the ticking noise sped up. It was clear to me that there was an issue beyond just a failed oil pressure sensor.

We made the decision to find the closest service shop and see if we could get an assessment from a professional. Given that it was late afternoon on a Sunday, the only place that was open was Firestone Complete Auto Care. It was located one mile away from the gas station. We made it about three fourths the way to Firestone when the check engine light came on. I pulled into the parking lot and went inside. I explained my concern and the service manager listened to the engine, hooked up his scan tool to pull the error code, and basically told us that they wouldn't be able to fully assess it until the next day.

We proceeded to call AAA, every car rental place, and every other service we could possibly think of to get a rental car. Every place was either closed, couldn't speak English well enough for me to understand, or were unwilling to provide us the courtesy to help. We were 59 minutes away from our destination and after having driven all day we were tired. Fortunately, my wife's sister lives in Denver, was about 20 minutes away, and didn't need her car for the week. After a long day of stressful situations, we arrived at the hotel at around 9 pm.

I received a call the next day from Firestone and they informed me that my camshaft actuator had failed and that was the reason it was throwing the error code. They also suggested replacing the oil pressure sensor. I agreed that their diagnosis sounded like an appropriate first step. They also suggested changing the oil. I was initially hesitant but since the repair involved removing components related to the lubrication system, I felt it appropriate to change the oil to prevent accidental contamination from foreign particles.

I was not completely familiar with the camshaft actuator so I did a little research and learned that it is a mechanical or electronic device that is mounted on the camshaft gear. Its purpose is to slightly advance or retard the timing when the camshaft opens or closes the intake and/or exhaust valves.

Symptoms of a bad or failing camshaft actuator are as follows:

- * Illumination of the Check Engine Light
- * Rough idle/engine misfires
- * Lack of power



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Did Amsoil Destroy My Engine?...Continued.

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It was also noted that the camshaft actuator will often fail if the owner does not follow the manufacturer's recommended oil change interval.

When I read that last line I had a sinking feeling inside. Even though I use Amsoil, I only change my oil once per year. I don't follow the manufacturer's recommended oil change interval.

The following day I received another call from Firestone. They informed me that as they were removing the camshaft actuator, it fell apart in pieces. They then informed me that the oil pressure sensor was replaced and the oil change was completed. They noted that the check engine light was off but the oil light would still flicker at low speeds. They indicted that they think it might be the oil pump but it was an expensive repair and they recommended I take it to the dealership for further diagnosis. I called McDonald Hyundai, the closest dealership to Firestone, and set up an appointment for the following day.

The next morning I woke up at 5am and made the commute from our hotel to Firestone and arrived a little bit before they opened. I had a book in hand as I was planning on waiting at McDonald Hyundai until they either fixed it, or sent me away in tears.

At Firestone, I talked with the service manager and he reiterated what was communicated to me over the phone. I paid the man way too much money and thanked

him for attempting to fix it. And then I popped the question. Is this safe to drive? He assured me that it was safe to drive and the Hyundai Dealership was just down the street. I thanked him and headed out to my car.

I put the address into the GPS and it said that the Hyundai Dealership was about eight miles away. I thought to myself, "Hmmm... doesn't really seem like it is 'just down the street'."

The moment I turned the key and heard the engine, I noticed that it was significantly louder than when I had originally dropped it off. I also noticed that the oil light was flickering. I said a quick prayer and began my journey.

The trip involved me driving down Colorado State Highway 470, which was down to one lane and construction on both sides of my lane. No median, no shoulder. As soon as I took the on ramp to the Highway the check engine light came on and the oil light was solid red. The car began making a significant amount of noise. Seven minutes and four miles on that highway was an eternity followed by a second eternity once I got off the highway. I was to travel an additional 7 minutes which turned into 15 minutes as I was going up and down a hilly road hitting every single stoplight red. At one point the car died part way up a hill and it is only by God's grace that I was able to get it started again before I started rolling backwards. I pulled into the Hyundai Dealership and asked them if they

provide complementary pants.

I talked with the service manager and explained the situation and gave the back story. There was a young kid who was some type of service technician helper getting my car checked-in. I warned him that he needs to be careful when he moves my car because it might blow up. He kindly requested someone else to move it.

After a couple hours I was able to speak with the master mechanic that was assigned my vehicle. Just knowing that my vehicle was assigned to a master mechanic was another concern. I went into the shop and he had the valve cover off of my engine. He noted the following:

1. This will require a significant repair.
2. He expected to see excessive sludge underneath the valve cover. There was virtually none.
3. He expected to see a significant amount of metal particles. He did not.

He noted that he believes that the oil pump had failed. I asked what would cause it to fail and he replied by saying that if you don't change your oil for long periods of time it can cause sludge build-up and can cause it to fail. However, with my vehicle there wasn't any sludge buildup. He then said "sometimes they just fail." According to the Master Mechanic, it was his determination that the oil was not the cause of the failure.

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Did Amsoil Destroy My Engine?...Continued.

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At one point I popped the next question...Is this covered by the vehicle's warranty? The vehicle was 9 years and 9 months old with 90,000 miles and we were the original owners. Hyundai has a 10 year warranty that covers some things. It was explained to me that they can take pictures, do a write up, and send it all into Hyundai who will make the determination if they need more information, if they won't fix it, or if they will fix it.

At that point I wanted to verify some information with the service manager. I said, "Let me make sure I am understanding everything correctly. There was a failure of the oil pump and the repair to the vehicle is significant enough that it will cost more than what the vehicle is worth. If Hyundai denies the warranty claim I will be responsible for making a decision on what to do?"

He responded by saying, "Yes." I then went on to ask, "And if Hyundai accepts the warranty claim and completes the repair, what will that cost?"

He said, "Hyundai would cover the complete repair cost. You would have no out of pocket cost."

I said, "Let's get started with the paperwork then."

I was then asked the \$5,000 question...Do you have any maintenance records?

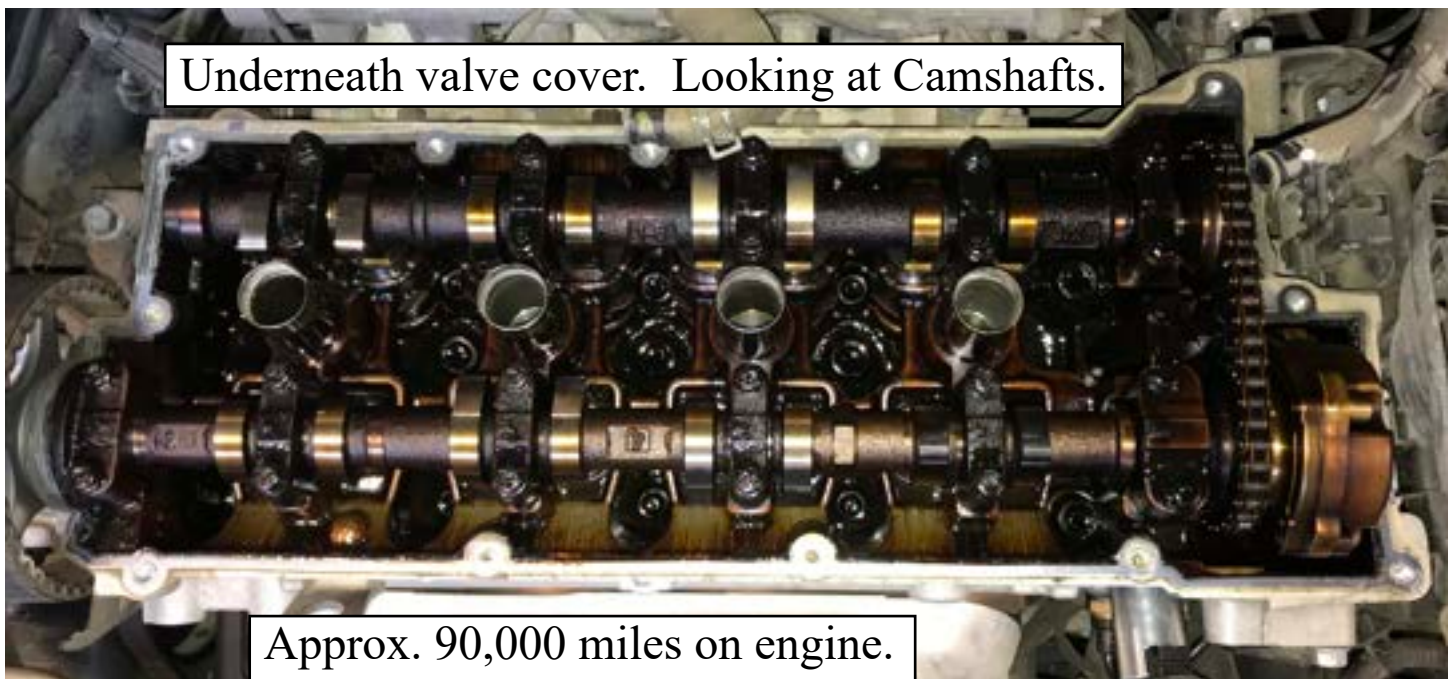
As part of every warranty agreement, the vehicle owner is responsible for certain aspects of the vehicle specific to preventative maintenance and routine maintenance. If the vehicle owner fails to adhere to appropriate preventative maintenance procedures the warranty can be invalidated.

I was a little concerned because I don't follow the manufacturer's recommended oil change inter-

vals and the oil pump failing can, in some cases, be linked to not following the manufacturer's oil change intervals. Additionally, I recall reading in the July 2018 Amsoil Magazine that Hyundai had just received a slap on the wrist from the U.S. Federal Trade Commission for telling consumers that they were required to use Hyundai Parts to keep the manufacturer's warranty. Needless to say, I was concerned that Hyundai apparently has at least a brief history with tying warranty coverage to specific recommendations from the manufacturer.

Although I am familiar with the Magnuson-Moss Warranty Act, I was still a little concerned how this would all play out. Among other things, the Magnuson-Moss Warranty Act makes it illegal to tie warranty coverage to a manufacturer's recommendations. However, I would need to prove Amsoil did not cause the failure.

CONTINUED NEXT MONTH



Underneath valve cover. Looking at Camshafts.

Approx. 90,000 miles on engine.

Shop Talk...

with Dr. Jonathan D. Olson, EdD
ZO #10458

If you have made it this far in the newsletter you have probably noticed that this month's issue is not following our typical format. After attending Amsoil University this summer I had developed a list of various things I wanted to implement over the next 12 months with regards to my Amsoil Business. Some of those items included an increase in YouTube Repair Videos using Amsoil products, increasing social media communication, and increasing my communication with local businesses. One additional thought was to conduct a comparison case study with Amsoil Products. If you are a relatively new reader of this newsletter, I am a high school shop teacher by trade and have earned my Doctorate in Education centered around research, training, and the development of digital curricular content. What I have learned through my education and professional experience I implement into my Amsoil business. It is a unique mix that works well.

After reflecting upon the various things I wanted to implement and identifying the time and fiscal expenditures required I originally decided against doing a comparative case study of Amsoil products. However, sometimes in life there are greater powers that steer you in a different direction. If you have read thus far you have developed a basic understanding that my wife's vehicle sustained a major malfunction which required an extensive and significant repair.

It was a very difficult, frustrating, and aggravating event with a lot of unknowns.

However, the event described in the preceding pages has thrown me into a situation that I knew I needed to use for good and use as a learning experience for myself and others.

I invite you to join me next month when I am faced with a couple realities:

#1 Will Hyundai accept that I use Amsoil and not use that as a deterrent when deciding if my vehicle is covered under the warranty?

#2 Will Hyundai honor their warranty in light of the fact that I don't follow the manufacturer recommendation on oil change intervals.

#3 Will I be able to prove that Amsoil was not a contributing factor (or the sole factor) that led to this catastrophic event with my wife's vehicle?

#4 How the heck are we suppose to get back to Nebraska given the recent hail storms in Denver and no rental cars available? (more on this next time)

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Dealer's Zone

By Don Olson
ZO #4901

Ensure your customers understand that using aftermarket oil additives with AMSOIL synthetic motor oils is not only unnecessary, it could disrupt the oil formulation and reduce performance. Using aftermarket oil additives will also void the AMSOIL product warranty. View the AMSOIL Limited Warranty.

Tired of that oil spot on your garage floor? Try [AMSOIL Heavy Duty Degreaser \(ADGSC\)](#). Its low-VOC, non-foaming formula works fast to dissolve oil, tar and grime and remove sticky residue. It's effective on oil-stained concrete and adhesive-coated surfaces as well as auto parts and heavy equipment.

In the early days of AMSOIL, the only options for Dealers to grow their businesses were personal retail sales and sponsoring Dealers. Today, AMSOIL offers many programs designed to help Dealers gain customers and make sales. With hard work and dedication Dealers can sponsor Dealers, Preferred Customers, retail accounts, commercial accounts and catalog customers and watch their networks and their businesses grow.

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