

Olson Marketing

# Monthly

November 2018 - Issue #87

in partnership with Insane Oil of Omaha

## Your Amsoil Information News Source

### Product Highlight: Amsoil Clothing & Merchandise

It's already November which means the shopping season is ramping up. Amsoil has a plethora of gear that meets everyone's style.

Know someone that likes to work on cars? How about [Amsoil Mechanic Gloves](#)?

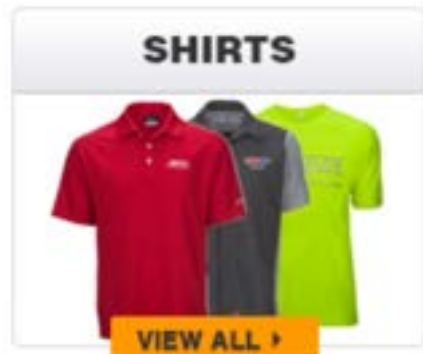
Know someone that likes coffee? How about an [Amsoil Stainless Steel Tumbler](#)?

Know someone that likes to drink...soda? How about an [Amsoil Bottle Coolie](#)?

Know someone with a lot of money? How about an [Amsoil Money Clip](#) so they can hold all of those Benjamins?

How about someone with a car? or someone that owns something that requires a key? How about an [Amsoil Vinyl Key Fob](#)?

I guarantee you can find something for everyone you know. Forget Amazon, Target, and Walmart... [Amsoil.com](#) should be the new Cyber Monday shopping destination.



### Dealer Contact

**Lincoln - Olson Marketing**  
Don & Peg Olson  
ZO Referral# 4901  
402-489-3930  
<http://om.shopamsoil.com>  
lubedealerdon@gmail.com

**Omaha - Insane Oil**  
Dr. Jonathan D. & Stacey L. Olson  
ZO Referral# 10458  
402-990-7940 (text or call)  
<http://insaneoil.com>  
info@insaneoil.com

### Congratulations:

**New Preferred Customers**

Yasir Alkameshki  
Lincoln, NE

David Mendez  
Carmel, NY

Brandon Spatz  
McCook, NE

**New Catalog Customers**

Don Pulliam  
Louisville, KY

Donna Wilczynski  
Ithaca, NY



### What's inside?

Did Amsoil Destroy My Engine?  
Part 2 ..... p. 2-5

Shop Talk - Behind the Scenes  
..... p. 6

Dealer Zone - Updates  
..... p. 6

# Did Amsoil Destroy My Engine? Part 2

Last month I began painting you a picture about an event that occurred with my wife's vehicle this past summer. If you haven't yet had a chance to read it, you can bring yourself up to speed here:

[Issue 86 - October 2018](#)

I left off last month with a few questions:

#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?



I was asked by the service manager if I have any maintenance records that I could essentially prove that I was taking care of my vehicle.

Initially, in the moment I said that all my documentation was back at home in Omaha. I then remembered that when I perform my oil analysis each year, I request that Oil Analyzers Inc e-mail me the lab report.

I casually said, "I do have the last 4 years worth of engine oil analysis reports in my e-mail. Additionally, I have my transmission oil analysis report that I did earlier in the year since my transmission oil hit 50,000 miles since servicing. I also have the last 4 years of fuel logs and analysis."

I forwarded the oil analysis reports to the dealership and they made a copy of my fuel logs. In the back of my mind I was still nervous. Although each oil analysis reports indicated that the Amsoil oil was still good at the time

of replacement, it also showed that I only change the oil once per year.

After sitting in the waiting room for a short while the service manager came and got me. We walked out to the shop and began discussing my vehicle. It had already been determined that if the car were to run again the engine would need to be replaced. It was assumed that the oil pump had failed, and the dealership was in the process of putting together all the information they needed to send to "the man" who decides whether or not to fix it under the warranty.

It was at that time that I was able to take some pictures of the engine and get the mechanic's take on what caused the catastrophic failure of the engine.

The service manager then posed the following statement/question to me, "I am very curious why you have those oil analysis reports."

CONT. ON NEXT PAGE...

Sample #	Date Sampled	Date Received	Lube Time mi	Unit Time mi	Lube Change
1	25-May-2015	10-Jun-2015	9200	58000	Yes
2	08-Jun-2016	14-Jun-2016	10000	68000	Yes
3	31-May-2017	07-Jun-2017	8500	76733	Yes
4	06-Jun-2018	22-Jun-2018	11474	88207	Yes

# Did Amsoil Destroy My Engine? Part 2...Continued.

I got the sense that it was abnormal for a customer to have an oil analysis report, let alone multiple years worth of them in conjunction with transmission oil analysis and 4 years of fuel logs and analysis.

I explained that I was an independent Amsoil dealer and my specialization is research and training. I went on to explain that "this" car (my wife's car), was one of several vehicles that I have been using and currently use in a longitudinal case study assessing the continuity with utilizing Amsoil Signature Series Motor Oil on extended oil drain intervals. I went on to explain that I was also conducting research on engine oils at the molecular level and assessing what really happens to one molecule of oil inside the engine. I shared that I hoped to portray chemical evidence for the specific factors that lead to oil degradation in an engine for the purpose of developing curricular content that could be deployed within an e-learning modality.

He said that he also liked learning about oil.

After providing him all the information I had available, he said

they would finish writing everything up and submit it to Hyundai. He informed me that they would respond in one of three ways:

1. Fix it
2. Take more apart and send more pictures and information.
3. Don't fix it

He said that I could probably expect a phone call in a couple days.

Hyundai provided me an Uber to get back to the Firestone Car Repair place where the car we were borrowing was parked. There was one primary reason I was pleased that I got an Uber to take me back. Captive audience. The driver can't go anywhere...this means I can tell him all about Amsoil the entire drive and he is forced to listen. Ironically enough, I had my business card to give him and I just happen to have an extra catalog in my back pocket.

Upon arriving at the Firestone Auto Repair joint, I went inside to have a little chat with the guy that told me my car was safe to drive to the Hyundai dealership. I respectfully informed him that the car was not safe to drive and that I about crapped my pants driving it over there.

I shared with him that the dealership said the oil pump had failed and the engine would need to be replaced. I then asked if there was anything he could do to help me out with the Firestone repair bill that I had paid earlier. He said that he could take 50% off and give me store credit.

My response was, "You mean I have to come back here?" What I meant by that was that I lived in Omaha, Nebraska, not Denver, Colorado. He said that I could go to any Firestone. We went back and forth a little as I explained that I do my own work on my vehicles and I have access to a shop with any equipment I need (tire mounting/balancing, brake lathe, lifts, diagnostic equipment, etc.). Reluctantly, he reimbursed the 50% back to my credit card which ended up being about \$350. It was better than nothing.

I commuted back to our hotel and we attempted to make the best of our vacation while we waited for a call from Hyundai to see if they would honor their warranty or if I would need to pull out the "Magnuson-Moss Warranty Act" card.

CONT. ON NEXT PAGE...



# Did Amsoil Destroy My Engine? Part 2...Continued.

Although I don't follow the manufacturer specifications for oil change intervals, I had documentation showing that the oil was still in good condition when it was changed each year. Also, the vehicle was 9 years and 9 months old with 90,000 miles on the engine, so technically the 10 year, 100,000 mile warranty is still valid since we are the original owners.

It was a few days later when the service manager called and informed me that Hyundai would honor the warranty and the official cause of the engine problems was a premature failure of the oil pump. There was no evidence that a lack of maintenance or inappropriate maintenance intervals led to the oil pump failure. That was a huge weight off my shoulders.

I was then informed that in 2008, the Hyundai Elantra did not come with an option for full engine replacement and there weren't any "new" engines sitting around in warehouses. Thus the entire engine would need to be rebuilt and it would take 3 weeks.

We continued to use our loaner vehicle until our vacation was

over. In an attempt to get back to Omaha we called every car rental place we could think of and they all said the same thing, "Due to the recent hail storms our inventory is low and we don't have any one-way rentals."

I didn't want to rent a vehicle for 3 weeks and although the dealership does have courtesy vehicles, I was informed that they cannot be taken across state lines. Additionally, I really didn't want to stay in Denver for three weeks waiting for the vehicle to be completed.

After a half a day of searching and calling everywhere, we were able to track down a one-way rental vehicle, a 2018 Kia Sportage. After a short 9 hour trip home we were glad to be back in Omaha.

Three weeks later I received a call from Hyundai saying my vehicle was completed. I booked a one-way flight to Denver. On the airplane the guy next to me was asking me about the book I was reading, Chemistry and Technology of Lubricants. I struck up a conversation which easily segued into Amsoil. Ironically enough I had a business card and catalog to give to him. When I arrived at

the Denver airport I requested an Uber to take me to the dealership. I'm not sure I mentioned this, but the nice thing about Uber is...captive audience. The drive was 45 minutes which gave me plenty of time to discuss Amsoil. Ironically enough, I had another business card and catalog that I was able to give him.

When I arrived at the service area in the dealership I was waiting for the service manager to bring me all the paperwork. The customer standing at the counter next to me had just brought his brand new Hyundai in for its first oil change. He was asking the service guy what type of oil they put in. He said that they use a "synthetic-blend" oil. The customer then went on to ask him some questions about using synthetic oil and where he could get some. The service guy basically deflected the question. At that point the service manager brought me my paperwork and said they would bring my car around. I excused myself to use the restroom and went to go find that other customer that was asking about synthetic oil. Unfortunately, I didn't find him as he must have gone to the McDonalds across the street to get some food.

CONT. ON NEXT PAGE...



# Did Amsoil Destroy My Engine? Part 2...Continued.

My vehicle was brought around to the front of the service entrance and I asked the service manager (half jokingly), "Is this safe to drive?" He assured me it was safe to drive.

He then said the following, "You should really change your oil every 3 months."

I responded by saying, "Okay, thanks."

I then asked him if I should change the oil after the first 500 miles, indicating that the engine break-in time is 500-1000 miles. He assured me that it was not necessary and to change it at the 3 month/3,000 mile interval.

For the second time in a month I was able to see the "Welcome to Nebraska" sign as I drove the 500 miles home.



The vehicle ran like new the whole way home. It ran so good in fact that it gave me time to think about the oil that is used and recommended by the OEM (the Hyundai Dealership) compared to Amsoil oil.

I thought it would be prudent of any good researcher to conduct a little research on their oil and compare it to Amsoil's oil.

The first thing I noticed was the oil item on my Hyundai Dealership invoice for all the work completed. They list Valvoline VV1740 5w20 motor oil as what was put in my vehicle. Given that my vehicle was in their service shop and an oil change was required, they opted to use the above listed oil. That tells me that they probably use that same type of oil in every vehicle.

After a quick Google search I found that Valvoline VV1740 5w20 is identified as Valvoline Daily Protection Conventional Motor Oil and was formerly called Valvoline Premium Conventional Motor Oil. No where does it say anything about synthetic blend as the service guy was telling that customer. Furthermore, this type of oil is classified as a "bulk oil" which basically means it is probably not a product of any superior quality. It is priced really good and as the old saying goes, "You get what you pay for."



I decided to see if this oil will do its job in this brand new engine. I set the parameters that I would take three oil samples over the next three months. Each time I would have the oil samples analyzed by Oil Analyzers, Inc. They would assess the oil and make a determination if there are any issues with the oil. Additionally, I was going to track my fuel economy over the three months and compare it to running on Amsoil oil to see if there was a difference in fuel economy.

As I was thinking about all this I knew that the current Amsoil oil that I run, Signature Series, is far superior to anything on the market and it wouldn't be a fair comparison. It would be like comparing diamonds to prunes.

A couple months ago I was going around to businesses teaching them about Amsoil when I struck up a conversation with the owner of a local shop. He was very skeptical and a bit arrogant about his choice oil, Valvoline. As part of the conversation I informed him about Amsoil OE and the application in a shop setting like he has. He made the comment, "OE? Is that like scraping the bottom of the barrel?"

I informed him that Amsoil's "cheapest" oil still outperforms pretty much anything on the market.

This conversation gave me the idea to compare the dealership OEM oil to Amsoil's "bottom of the barrel" OE oil.

## Shop Talk...

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

As of right now I am waiting on the results from my third oil sampling of Hyundai's OEM oil. Next month I will share with you my findings after having run Hyundai's OEM oil for 3 months, as I was specifically instructed to do by the service manager.

I have begun the first month of running [Amsoil's OE Synthetic Motor Oil](#). After 3 months and 3 samples I will share with you my findings and compare the [Amsoil OE Motor Oil](#) to the Hyundai Dealership OEM Motor Oil (Valvoline).

Although this is not a perfect experiment I am attempting to keep as many variables the same. I have tracked my mileage throughout this process and although I can't duplicate that first 500 mile trip from Denver to Omaha on [Amsoil's OE Engine Oil](#), I am attempting to rack up a similar number of miles on the interstate by driving extra on the weekends.

Additionally, because I am calculating fuel economy I choose to not utilize [Amsoil's P.I. Performance Improver](#) throughout this entire process. I did however, use [Amsoil's Engine and Transmission Flush](#) between oil changes.

### Dealer Contact

#### Omaha - Insane Oil

Dr. Jonathan D. & Stacey L. Olson  
ZO Referral# 10458  
402-990-7940 (text or call)  
<http://insaneoil.com>  
[info@insaneoil.com](mailto:info@insaneoil.com)

## Do You Own A Shop?

Did you know that Amsoil has gear to deck out your shop? You must be logged in (or contact your upline dealer) to access some of the following items.

[Banners & Flags](#)

[Retail Merchandising Kits](#)

[Floor Mats](#)

[Shelf Talkers](#)

[Signage](#)

[Display Units](#)

[Counter Mats](#)

[Demonstration Units](#)

[Literature](#)

[Garage Accessories](#)

Or perhaps you just want to transform your garage into an Amsoil Garage. We can help you figure out what will work for your application.

## Dealer's Zone

By Don Olson  
ZO #4901

Please contact me if you want to be in a select group of Dealers for personal help with building your business. Why earn \$2.00 a month when you can start earning \$100.00 or more, month after month? If you are struggling and want to help more people, do not hesitate to contact me for tips and helpful hints to get your business rolling!

If you are in my commuting area I will set up regular meetings for those people that are serious. If you are a Preferred Customer, Catalog Customer, Retail Account, or Commercial Account and want to learn more about the products I am willing to set up a time for training at my house. Presently, Tuesday evenings will NOT work for me.

### Dealer Contact

#### Lincoln - Olson Marketing

Don & Peg Olson  
ZO Referral# 4901  
402-489-3930  
<http://om.shopamsoil.com>  
[lubedealerdon@gmail.com](mailto:lubedealerdon@gmail.com)

