

Olson Marketing

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in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

AMSOIL - How It Is Made



AMSOIL Founder and Industry pioneer Al Amatzio built his company AMSOIL on the same principles that defined his career as a jet fighter squadron commander – excellence, integrity and strong leadership. In 1972, the breakthrough came. AMSOIL 10W-40 Synthetic Motor Oil, the result of years of research and inspired by aerospace technology, became the first synthetic motor oil in the world to meet American Petroleum Institute service requirements. It outperformed conventional oils on all counts, signaling a new age in lubrication science. Today, virtually every other motor oil manufacturer has recognized the superiority of syn-

thetic lubricants and followed the AMSOIL lead with introductions of synthetic motor oils of their own. Accept no substitutes – AMSOIL is The First in Synthetics®. AMSOIL: 100% synthetic. Ensure your oil says 100% synthetic.

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Congratulations:

New Preferred Customers

David Hayes
North Franklin, CT

Jesus Perez Hernandez
Bakersfield, CA

Shane Fleharty
Lincoln, NE

Raymond Sowers
Pierre, SD

New Catalog Customers

Warren Shaklee
East Brunswick, NJ

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Overview: 2008 Hyundai Elantra Case Study

I wanted to keep you up to date with the comparative case study research that I am currently collecting data on for my wife's 2008 Hyundai Elantra. If you are new or don't quite remember what is going on, feel free to check out a couple of the past issues where I explain the back story in detail.

[Issue 86 - October 2018](#)

[Issue 87 - November 2018](#)

To summarize, I am comparing two different motor oils under normal driving conditions to see if there is a difference in performance and/or protection.

The first motor oil is Valvoline VV1740, also known as Valvoline Daily Protection Conventional Motor Oil. This particular motor oil is the product that the Hyundai Dealership installed in my vehicle after rebuilding the engine (under warranty).

The second motor oil is [Amsoil OE 5w-20 Synthetic Motor Oil](#). This oil was chosen for three reasons. First, it is Amsoil's least expensive motor oil choice for this vehicle and thus my perceived closest relative to the Hyundai's oil. Secondly, in a conversation with a local mechanic he noted that Amsoil must have "scrapped the bottom of the barrel" to make their OE oil, thus the notion is that Amsoil OE motor oil is "subpar." Ironically enough, he uses Valvoline in his shop. Lastly, if a service station (small time up through dealership size) were to switch from their current oil to Amsoil,

they would typically choose [Amsoil OE](#), as it is less expensive and the oil change intervals follow the manufacturer's specifications. In general, this means the mechanic would see a typical vehicle every 3 months or 3,000 miles for an oil change. At that time they could do additional checks to up-sell other products or services.

A [WIX oil filter](#) will also be installed at the time of oil change as it is the lesser expensive of the oil filters available through Amsoil. It is perceived to be a closer relative to the OEM oil filter than others offered through Amsoil.

The parameters are as follows:

The vehicle is to be a 2008 Hyundai Elantra.

The owner will keep the OEM motor oil and OEM oil filter installed for a duration of three months.

Immediately prior to the oil change, the owner will run [Amsoil's Engine and Transmission Flush](#) through the engine to ensure the OEM oil is completely flushed from the engine.

The owner will then replace the OEM motor oil and OEM oil filter with [Amsoil OE motor oil](#) and a [WIX oil filter](#). The oil will remain in the engine for a duration of three months.

For both oils a sample will be taken at 1000 miles and sent to [Oil Analyzers](#) for an analysis report. A second sample will be taken at

the 2 month time and a final oil sample will be taken at the end of the 3 month duration, at the time of each oil change.

Results of the [oil analysis](#) will be the primary data source for assessing each oil.

Additional data will be collected through analyzing fuel economy. The owner will make every attempt to purchase fuel from the same source and all fuel and mileage data will be written down each time the owner visits a gas station. Additionally, there will be no use of fuel additives throughout the entire process.

The third piece of data will be collected through interviews with drivers of the vehicle.

Upon collection of all data, it will be analyzed and assessed to identify patterns or a lack thereof. Updates will be shared with the reader over the next several months and I anticipate having some results as soon as March 2019.



The Altrum Minute

Five Lifestyle Habits for Longer Life

Research shows that living a healthy lifestyle can add a significant number of healthy years to your life.

Researchers from the Harvard T.H. Chan School of Public Health conducted a study of the impact of health habits on life expectancy with data from the Nurses' Health Study (NHS) and the Health Professionals Follow-up Study (HPFS).

The Harvard analysis revealed that people who met the criteria for five healthy habits lived longer than those who had none: 14 years for women and 12 years for men (if they had these habits at age 50). People who had none of these habits were far more likely to die prematurely from cancer or cardiovascular disease, according to the analysis.

Five Lifestyle Habits for a Longer Life

The Harvard researchers looked at the data on diet, physical activity, body weight, smoking and alcohol consumption that had been collected from regularly administered, validated questionnaires.

These five areas were chosen be-

cause other studies have shown them to have a large impact on risk of premature death.

Healthy diet was calculated and rated based on the reported intake of healthy food such as vegetables, fruits, nuts, whole grains, healthy fats and omega-3 fatty acids, and unhealthy foods such as red and processed meats, sugar-sweetened beverages, trans fat and sodium.

Healthy physical activity level, which was measured as at least 30 minutes per day of moderate to vigorous activity daily.

Healthy body weight, defined as a normal body mass index (BMI), which is between 18.5 and 24.9.

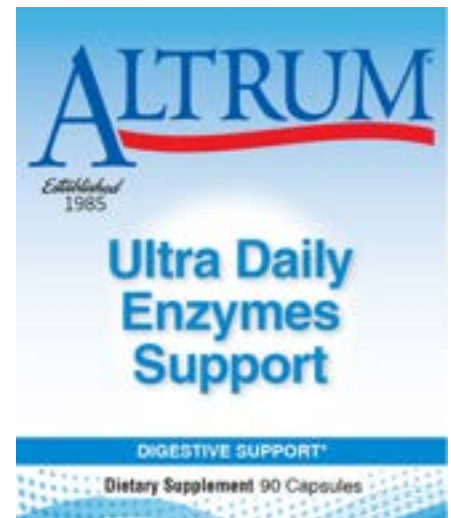
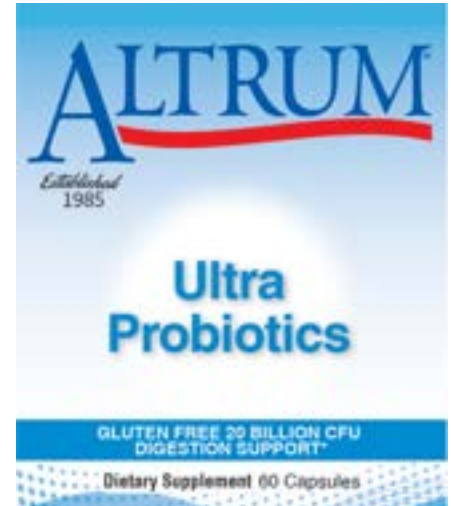
Smoking. Because there is no healthy amount of smoking, "healthy" in this analysis meant never have smoked.

Moderate alcohol intake was measured as between 5 and 15 grams per day for women, and 5 to 30 grams per day for men. Generally, one drink contains about 14 grams of pure alcohol. That's 12 ounces of regular beer, 5 ounces of wine, or 1.5 ounces of distilled spirits.



Start Your Year

Start your year, and finish it, with some of the most popular Altrum Products. The first of the five lifestyle habits is a healthy diet. This can include dietary supplements.



Diesel Digest - Types of Lubrication Systems

There are two types of diesel engine lubrication systems currently in use - the internal force-feed system and the circulating splash system. Although most modern diesel engines use the internal force-feed lubrication system, the circulating splash system is found in some older industrial applications.

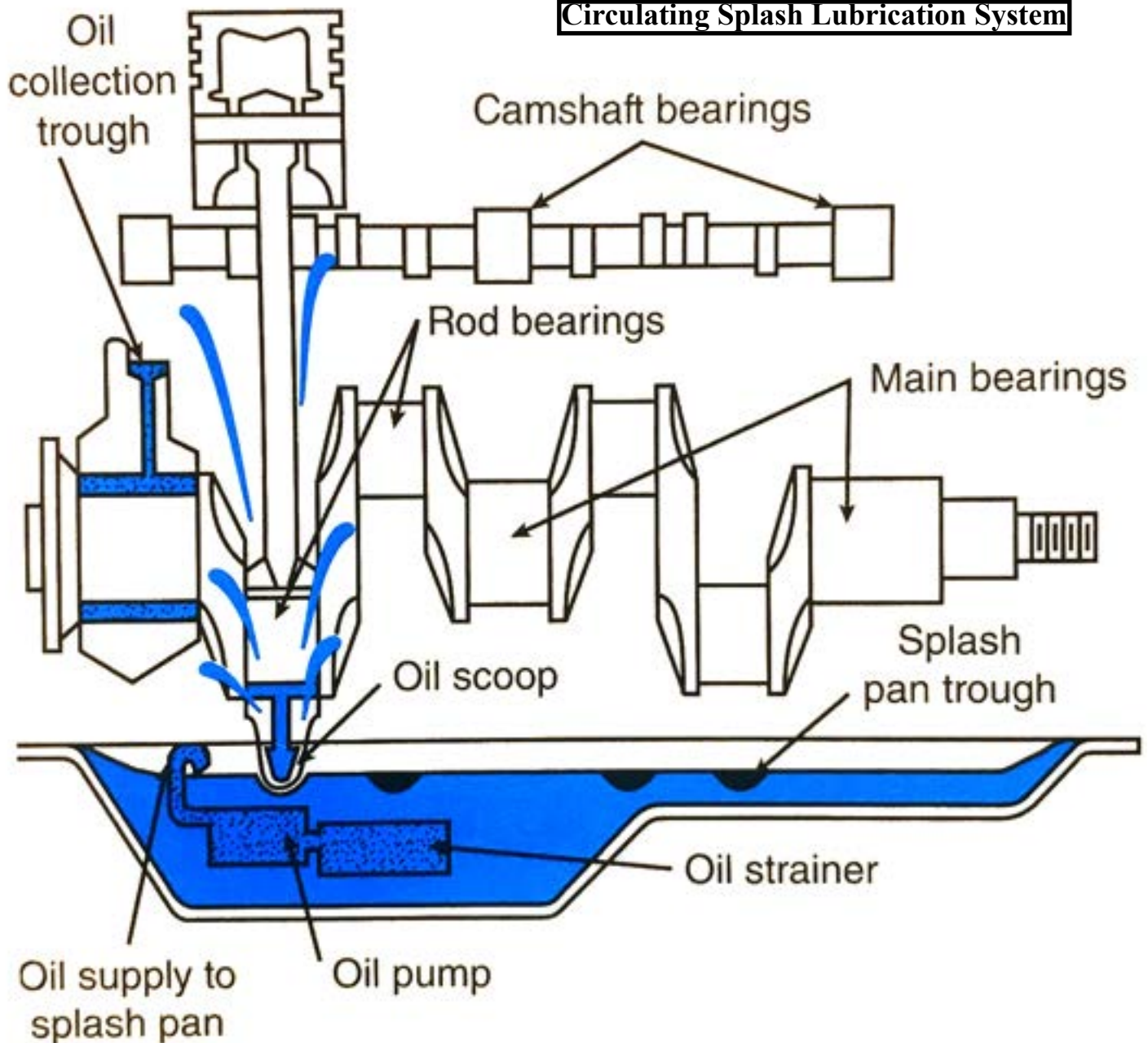
In the circulating splash lubrica-

tion system, an oil pump supplies oil to a splash pan located under the crankshaft. As the connecting rods revolve, scoops located on the rod caps dip into the splash pan troughs. The oil splashes, lubricating the moving parts nearby. Additional oil is splashed into collecting troughs and is gravity fed through channels or lines to lubricate moving parts that are further away. Finally, as the connecting

rods revolve, an oil mist forms that lubricates the upper parts of the cylinders, pistons, and pins.

Shown below is the circulating splash lubrication system. Nowadays, this type is generally not seen on new diesel equipment. However, small power yield tractor engines will, in many cases, have this type of system.

Circulating Splash Lubrication System



Shop Talk...

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

I am not use to doing an oil change every 3 months and I really did not enjoy crawling around on the cold concrete with a 10 degree wind chill the other day.

Normally, I change the oil in my vehicles once per year, in June. The weather is nice, there is plenty of daylight hours, and it is just a good all around time to perform some preventative maintenance on my vehicles.

Unfortunately, since I have been doing this case study research on my wife's car, I have had to get out to take oil samples and change the oil. It feels like all I am do-

ing is changing oil and now I have bottles of used oil all over the place that I need to figure out how to get rid of.

I definitely want to get back on the schedule of changing oil once per year using [Amsoil's Signature Series Synthetic Motor Oil](#). It is just so much less hassle and waste to the environment.

The only thing better than changing oil only once per year is never. Perhaps I should look into a bypass system. For now, I'll keep that idea in the back of my mind for down the road.

Dealer's Zone

By Don Olson
ZO #4901

Tracking your fuel economy can help identify potential problems in your engine. For example, if you typically get 20 miles per gallon and then all of a sudden you are getting 15 miles per gallon with no unusual change in driving conditions, it could mean that one of the systems in your vehicle is failing or has failed. It can also help you keep track of preventative maintenance procedures, such as using [Amsoil's P.I. Performance Improver](#).

By clicking the fuel log below you can have access to a template for your vehicle. Just remember to click "File" then "Make A Copy."

Vehicle Fuel Log									
Date	Location	Cost Per Gal.	Total	Gal. Filled	Miles On tank	Mileage	Odometer	Cost Drive/Mile	Notes
10/26/2018	COSTCO	\$2.71	\$29.13	10.714	265	24.73399291	163745	\$0.11	
11/9/2018	COSTCO	\$2.49	\$24.05	10.024	148.5	14.85434956	164811	\$0.16	STOP N GO TRAFFIC. SNOW 2 HRS.
11/16/2018	COSTCO	\$2.38	\$14.39	6.099	148.5	24.41383833		10	

Fuel Consumption Totals:

Average Price Per Gal.	Fuel Cost	Gal. Consumed	Miles Driven	Average Miles Per Gal.	Average Cost Per Mile
\$2.49	\$67.57	26.837	562.8	21.33406027	\$0.12