

Olson Marketing

Monthly

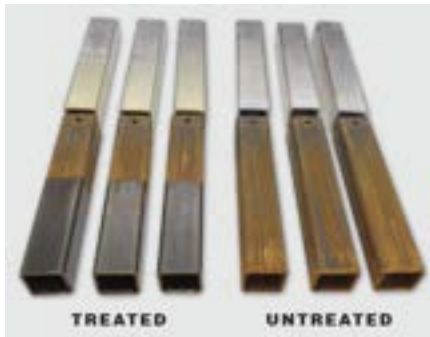
June 2019 - Issue #94

in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Product Highlight: Heavy-Duty Metal Protector

Amsoil Heavy-Duty Metal Protector is made with special rust and corrosion inhibitors. It is excellent on metal surfaces and leaves a long-lasting protective coating. It protects against the effects of salt, moisture & chemical corrosion. Additionally, it works as an undercoat, leaving a wax-like amber film.



Dealer Contact

Lincoln - Olson Marketing

Don & Peg Olson
ZO Referral# 4901
402-489-3930

<http://om.shopamsoil.com>
lubdealerdon@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 Commercial Accounts

Hilltop Sawmill
Adams, NE

New Preferred Customers

Jordan Cookus
Lincoln, NE

New Catalog Customers

Zachary Burris
Maineville, OH

Kim Edwards
Kosciusko, MS

Thadius Harrell
Brandywine, MD

Benjamin Ricken
Brunsville, IA

What's Inside?

Recent YouTube Videos	p. 2
What's New in 2019?	p. 2-3
The Altrum Minute	p. 4
Dealer Zone with Don Olson	p. 5

Recent YouTube Videos

[2008 Hyundai Elantra Lubrication Service \(Oil/Filter Change, EZ Oil Drain Valve Installation, Oil Analytic Results Explained\)](#)



[2001 Ford F150 Headlamp Replacement](#)



[2001 Ford F150 Lubrication Service \(Oil/Filter Change, EZ Oil Drain Valve Installation, Oil Analytic Results Explained\)](#)



[2001 Ford F150 Battery Replacement](#)



What's New In 2019?

Throughout the year my vehicles require a certain amount of preventative maintenance and even some repairs, as everything mechanical will break at some point in time. I choose to perform the service and repair work myself and almost always film myself conducting the repair/service. I then upload that content to YouTube so others can learn from my experience. Listed on the left of this page are several videos that I have made over the last year.

As of earlier this year we owned a 2001 Ford F150 and a 2008 Hyundai Elantra. If you read this newsletter on a regular basis you would know that the 2008 Hyundai Elantra required an engine rebuild last year that was covered by the Hyundai warranty. Given that the vehicle was purchased in 2008 it was 10 years old and we had planned on purchasing my wife a new vehicle this year and providing the use of the Elantra to my son who will be 16 this fall.

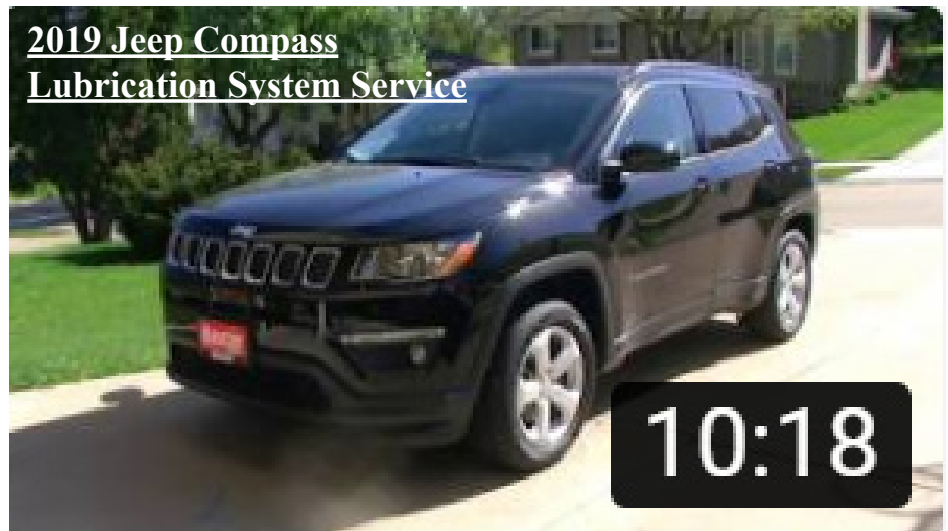
After months of research into new vehicles we settled on a 2019 Jeep

Compass, which we purchased in April. I asked my dad to go along with me as I knew he would thoroughly enjoy the experience. After negotiating with the salesman I settled on a price that I felt comfortable paying. I choose not to purchase the \$4000 magical wax package, the \$4000 super warranty, or the \$4000 service package. We were told that Jeep does not want the owner performing the maintenance themselves on this vehicle due to the complex nature of the systems. It was that statement that created some confusion in my head.

I stopped the guy from continuing his spiel and said, "So if I understand what you are saying correctly, Jeep does not want me doing an oil change on this vehicle but they don't mind if 15 year old Billy at Jiffy Lube works on it?"

He stuttered for a moment, regained composure and informed me that Jeep wants me to bring the vehicle in to the dealership for all servicing. I still declined the \$4000 service package.

[2019 Jeep Compass Lubrication System Service](#)



...continued...What's New In 2019?

In preparation for the 2019 Jeep Compass Lubrication System Service video (link on previous page) I did some research to ensure I had the correct material, resources, tools, and knowledge to perform the service. I found two things through this process.

#1 There is really no information available for the consumer/end user for a new vehicle.

#2 It is invaluable to have a contact that can provide you with information that is not readily available.

Although the oil viscosity and quantity is available through the owner's manual, the oil filter number is easily found. Fortunately, I have an invaluable contact. [Amsoil Technical Services](#). In doing my research I also reached to Amsoil Technical Services to provide me the information for the installation of a Bypass System. They were more than happy to provide me with that information but also noted that they didn't think one would fit under the hood.

Upon inspection of the vehicle, it was clear that a Bypass System would not fit as there is no extra room in the engine bay for anything. For now I tabled that project and focused my attention back on a simple oil change.

As demonstrated in the video, the oil change is fairly straight forward. I did find that there was a significant amount of metal in the oil that was drained, on top of the oil being black after 500 miles on

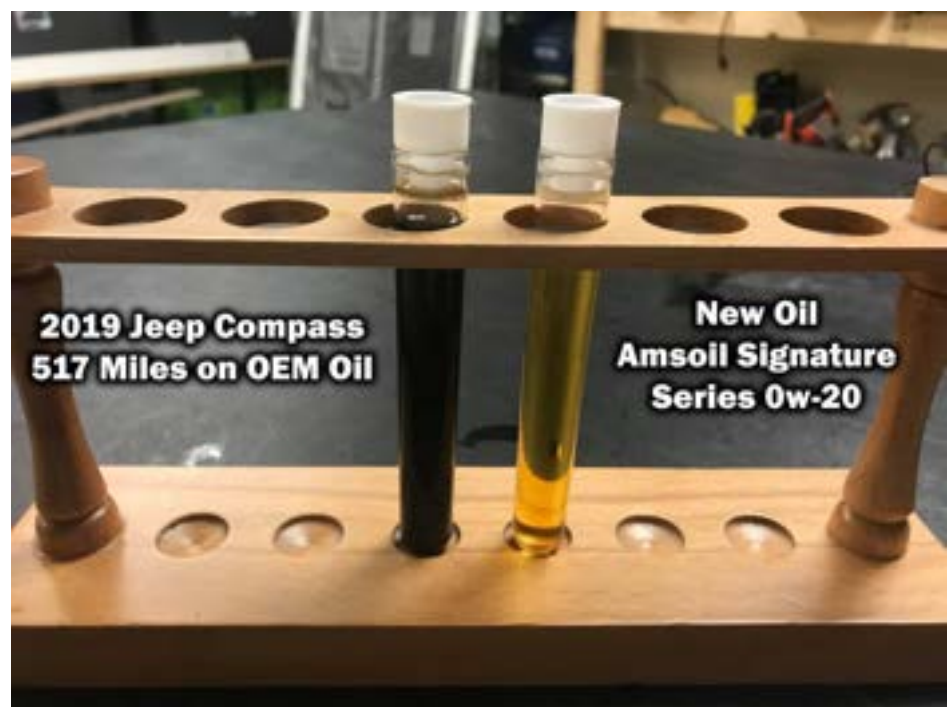
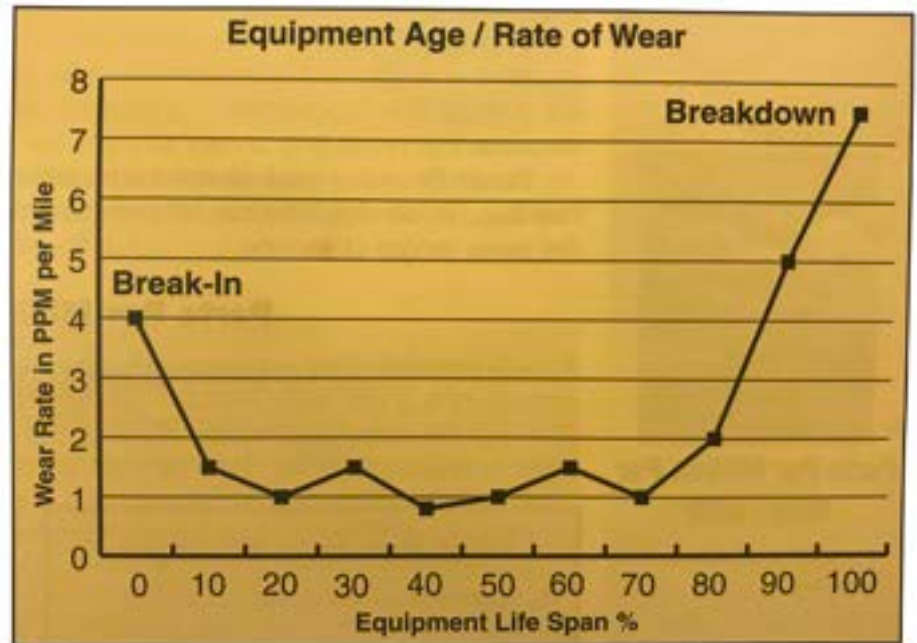
the factory oil. It is worth noting that color alone doesn't do an adequate job of determining if the oil is still doing its job, but the floating metal parts was not a good sign.

However, this did bring up a great point in that the first 500 miles are some of the worst on an engine. Assuming the life of the engine

is 200,000 miles, the first 10,000 miles have a high rate of wear. Much like the last 30,000 miles, the engine needs the best protection it can get to reduce the rate of wear and increase engine life.

Video Spoiler Alert:

I put Amsoil in the engine.



The Altrum Minute

ALTRUM Whey Protein Chocolate Powder (ALPR) is a blend of three high quality whey protein concentrates and isolates: Ultra-filtered, micro-filtered and enzymatically hydrolyzed (partially predigested). This blend of specially processed whey proteins is designed to maximize amino acid absorption and biological value (BV). Each 1 scoop serv-

ing typically has over 5,700 mg of branched-chain amino acids (BCAAs). In addition, extra glutamine has been added (420 mg per serving) to this blend.

Whey protein is considered to have the highest biological value of any protein source – superior in essential amino acid content to beef, milk, casein or soy.



Three Types of **Whey** Protein



Protein is a component of every cell in your body. In fact, protein is an important building block of bones, muscles, cartilage, skin and blood.

Along with fat and carbohydrates, protein is a "macronutrient," meaning that the body needs relatively large amounts of it.

Vitamins and minerals, which are needed in only small quantities, are called "micronutrients." But unlike fat and carbohydrates, the body does not store protein, and therefore has no reservoir to draw on when it needs a new supply.

Protein is required for the growth and maintenance of tissues. Your body's protein needs are dependent upon your health and activity level.

That means you need to eat the right amount of protein to refuel your body every day.

When you eat protein, it's broken down into amino acids, which are then used to help your body with a variety of processes such as building muscle and regulating immune function, according to the National Institutes of Health.

Whey protein is very digestible and absorbed from the gut quickly compared to other types of protein, according to the National Institutes of Health.

Excellent Source of High-Quality Protein

Whey protein, the liquid that separates from milk during cheese production, is a complete, high-quality protein that contains all of the essential amino acids, which makes it one of the best dietary sources of protein available.

There are **three** main types of whey protein powder, concentrate (WPC), isolate (WPI), and hydrolysate (WPH).

- **Whey protein concentrate** is the most common type and is widely popular among bodybuilders, athletes and others who want additional protein in their diet.
- **Whey protein isolate** has been filtered further than whey concentrate, and has more of the fats and lactose (carbs) removed. It has a higher protein percentage and is absorbed more quickly than whey concentrate. Because it is low in lactose, it may be beneficial for people who have trouble with dairy products.
- **Whey protein hydrolysate** is considered "fast" protein because it is more easily digested than the other forms of whey protein. Research has shown this form of protein results in more rapid uptake of amino acids in the body, according to the National Institutes of Health.

DOT 3 and DOT 4 Brake Fluid: What's the Difference?

The primary difference between DOT 3 and DOT 4 brake fluid is their respective boiling points.

DOT 3 is the most common type used in cars and trucks today. DOT 4, however, is gaining popularity due to widespread use of anti-lock braking systems and traction control, which benefit from DOT 4 fluid's lower viscosity.

Are DOT 3 and DOT 4 brake fluid compatible?

Yes, DOT 3 brake fluid is compatible with DOT 4 brake fluid. However, DOT 4 offers a higher boiling point.

DOT 5.1 is used in high-performance and heavy-duty applications due to its high boiling point. It's compatible with DOT 3 and DOT 4 fluid.

DOT 5 brake fluid is silicone, meaning it doesn't absorb water. It's not compatible with the other brake fluids and is used mostly in classic cars that remain in storage for long periods and need a brake fluid that doesn't absorb water.

Does Brake Fluid Go Bad?

Here is the short answer: Yes, brake fluid can go bad.

Brake fluid absorbs moisture, which reduces its performance. For that reason, it's best practice to change brake fluid every two years. The AAA published a study,

stating that brake fluid is the most often missed maintenance item by drivers. People rarely change their brake fluid before it goes bad. If you're like me, you wait until you hear the grinding sound from the wear indicator on the brakes, change the brake pads and bleed the brakes in the process.

Why does brake fluid go bad?

Brake fluid is hygroscopic. That means it likes water, just like a sponge. In fact, brake fluid is notorious for absorbing water. Common brake-fluid testing devices on the market solely test for moisture in the fluid. Here comes the kicker: even if you do everything in your power to prevent moisture absorption, you can still have issues. Brake fluid can absorb moisture in a variety of ways – through the packaging process, while pouring it into the reservoir and even through the brake fluid lines.

How Long Does Brake Fluid Last?

In ideal conditions, an unopened bottle of brake fluid lasts about two years. It's best to use a new bottle of brake fluid every time you need it because the fluid attracts moisture as soon as it is opened.

Once in your vehicle, brake fluid life is based on the application in which it's used. Operating conditions – and, thus, fluid life – vary depending on the environment, equipment type and application. In high-humidity areas, moisture is absorbed through the hoses and

seals. Racers change brake fluid more often due to significantly higher operating temperatures.

Has your brake fluid gone bad?

Although brake fluid absorbs water like a sponge, you don't want your pedal to feel like a sponge when you jam on the brakes. A vehicle using fresh brake fluid should deliver a solid feeling when you hit the brakes, like you're pressing down on a brick. Think of the last time you drove a new car. The brakes likely inspired confidence and felt rock-solid. That's because the entire system was brand new and moisture had yet to infiltrate the fluid.

