Olson Marketing
# Monthly
April 2024 - Issue #152
in partnership with Insane Oil of Omaha
Your AMSOIL Information News Source

# ALERT!!!

When ordering directly through AMSOIL, watch your total cost (not counting taxes) for the following:

### For Preferred Customers and Catalog Customers:

Preferred Customers and Catalog Customers will pay a flat fee of $9.99 for shipping if your total is less than $100.00. Orders over $100.00 have free shipping.

If your total is between 90.00 and $99.99 find a product to add to your total that you have been wanting to try.

It's like getting a product FREE that would otherwise cost you up to $10.00!!

### For Commercial Accounts and Retail Accounts:

Commercial accounts and Retail accounts have a minimum product order of $400.00 (before taxes) for FREE shipping.

Your flat rate shipping is $13.99 if your product order is less than $400.00.

If your total is almost $400, find a product to add to your total that you have been wanting to try. It's like getting a product FREE that would otherwise cost you up to $13.99!!

### For all customers:

If you order twice in one day you will pay shipping on each order if each order does not meet the minimum for FREE shipping.

Helping you save money!!

## What's Inside This Issue?



AMSOIL The First in Synthetics®

## Dealer Contact

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# Account Information Update

## NOTICE to ALL AMSOIL accounts:

**Please ensure your information at AMSOIL is up to date.**

(1) Log in to AMSOIL at www.amsoil.com. Enter your account number and personal password. This will take you to your personal AMSOIL account page where you will be able to update your information.

or

(2) Call **800 777-7094**, **Option 1** and talk to an AMSOIL customer service representative. They will be able to update your information.

or

(3) Contact me with your information and I will call AMSOIL with your current information.

I occasionally send out updated paper copies of information regarding new products or services that AMSOIL offers. In the past I have received some letters back with various reasons of delivery failure.

**IMPORTANT:** If your address is incorrect, and you order products to be delivered to your address on file, the order may not be delivered to you, left at the address on file, or it may be returned to the warehouse. In any case there will be a delay in you receiving your order, you may not receive your order, or there may be undue hassle to get your order.

## Thank you!

# How Much “Synthetic” Is in My Oil?

Unlike food and drug companies, which must disclose the ingredients in their products, lubricant manufacturers aren’t held to the same mandate, which can cause confusion if you’re shopping for synthetic motor oil. Store shelves are lined with oils described as “full synthetic,” "synthetic-blend", “semi-synthetic,” “synthetic” and even “100% synthetic.”

When you crack the cap on those bottles, what are you really getting?

A basic understanding of the different base oils available and a few rules of thumb help you cut through the clutter and make a more informed synthetic-motor-oil purchase.

### Crude Oil Composition

Crude oil and refining are at the core of manufacturing the base oils used in motor oil. Crude oil is composed of roughly 98 percent hydrocarbons (atoms of hydrogen and carbon bonded together), which come in hundreds of different combinations. The remainder includes compounds like sulfur, nitrogen, oxygen, metals, and salts.

### Refining Crude into Base Oils

Crude oil refineries work much like a whiskey still. The crude is heated to distill or separate hydrocarbons into cuts, which include propane, gasoline, diesel, and base oils used to make lubricants.

Base oils can undergo additional levels of chemical processing that remove impurities and arrange the hydrocarbon structures. The type of chemical process can affect the cost and quality of the base oil.

### API Base Oil Groups

The American Petroleum Institute (API) base oil classification is divided into five groups and is based on the paraffin and sulfur content and degree of saturation of the oil. The degree of saturation has nothing to do with water; rather it indicates the level of carbon molecules completely saturated with hydrogen bonds. Greater saturation equates to greater uniformity and stability.

### Group I

Group I base oils are the least refined of all the mineral-oil groups. They’re usually a mix of different hydrocarbon chains with reduced saturation and uniformity. While some automotive oils use these stocks, they’re generally used in less-demanding applications.

### Group II

Group II base oils are common in mineral-based (conventional) motor oils. They offer fair-to-good performance in the areas of volatility, oxidation stability, wear protection and flash/fire point. They have only fair performance in areas such as pour point and cold-crank viscosity.

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# ...continued...How Much "Synthetic" Is in My Oil?

### Group III

Group III base oils consist of reconstructed molecules that offer improved performance in a wide range of areas, as well as increased saturation and molecular uniformity and stability. These synthesized materials can be used in the production of synthetic and semi-synthetic lubricants.

### Group IV

Group IV base oils are made from polyalphaolefins (PAO), which are chemically engineered, synthesized (synthetic) base oils. PAOs offer excellent stability, molecular uniformity, and improved performance.

### Group V

Group V base oils are also chemically engineered stocks that do not fall into any of the categories previously mentioned. Typical examples of group V stocks are esters, polyglycols and silicone. As with group IV stocks, group V stocks tend to offer performance advantages over groups I – III. An example of a mineral-based group V exception is white oil, a very pure lubricant used in industries ranging from cosmetics to food processing.

### How Much "Synthetic" is in Your Oil?

Although there are no ingredients listed on motor oils, there are a few indicators that can be used to interpret the amount and quality of the synthetic base oil in the bottle.

1. Synthetic blends (semi-synthetics) are just that – only partly synthetic, and the percentage of synthetic content can vary.

2. While it's not a hard-and-fast rule, manufacturers are open to greater scrutiny when they quantify a claim. Looking for claims like "100% synthetic" vs "full synthetic" or "synthetic" are an indicator that you're likely getting more of the good stuff.

3. Visit the manufacturer's website and look at the product data sheet or technical data sheet for its oils. In this document, look for "Typical Physical Characteristics" or "Typical Technical Properties." This section provides a high-level peek into the base oils used in the formulation. There are two numbers to pay attention to:

A. **Viscosity Index:** Oils with a higher number include a better synthetic base oil that provides more protection to critical components over a wide temperature range by maintaining fluid thickness and the necessary fluid barrier between parts.

B. **Pour Point** measures the oil's fluidity at cold temperatures and refers to the lowest temperature at which oil maintains its ability to flow. Lower numbers are likely to indicate a better synthetic base oil.

### A Word of Caution

While base oils are a fundamental element in formulating motor oil and determining its synthetic content, they're only part of the picture. Additives make up the other part of the equation, and the quality and concentration of additives have a significant effect on the oil's ability to protect.

In essence, look for an oil that offers good overall protection, not just one that's formulated with a specific type of base oil. A good way to identify a high-quality synthetic is to look for quantifiable performance claims. For example, we advertise AMSOIL Signature Series Synthetic Motor Oil's excellent wear protection, as proven in a real-world test. It offers 75 percent more engine protection against horsepower loss and wear than required by a leading industry standard. *

There's nothing confusing about that.

*As required by a leading industry standard. Based on independent testing of AMSOIL Signature Series 5W-30, in ASTM D7320 as required by API SN specification.

# Product Highlight - Diesel Injector Clean

AMSOIL Diesel Injector Clean (ADF/ADFP) removes performance robbing deposits from diesel fuel injectors to help restore horsepower and improve fuel economy. It is formulated for all types of diesel engines, including high-pressure common-rail designs. Diesel Injector Clean is formulated to clean both the tough-to-remove internal diesel injector deposits surfacing in modern high-pressure common-rail diesel engines and traditional carbonaceous deposits. AMSOIL Diesel Injector Clean delivers confidence in your diesel's performance. Its concentrated formula uses unique chemistry to target and eliminate specific performance issues, maximizing diesel power.

Also check out: Diesel All-In-One, Diesel Cetane Boost, Diesel Recovery Fuel Treatment, Diesel Cold Flow, and Diesel Injector Clean + Cetane Boost.

**AMSOIL Diesel Injector Clean**

Use this treat rate chart for the 16-oz., 64-oz. and larger package sizes of AMSOIL Diesel Injector Clean.

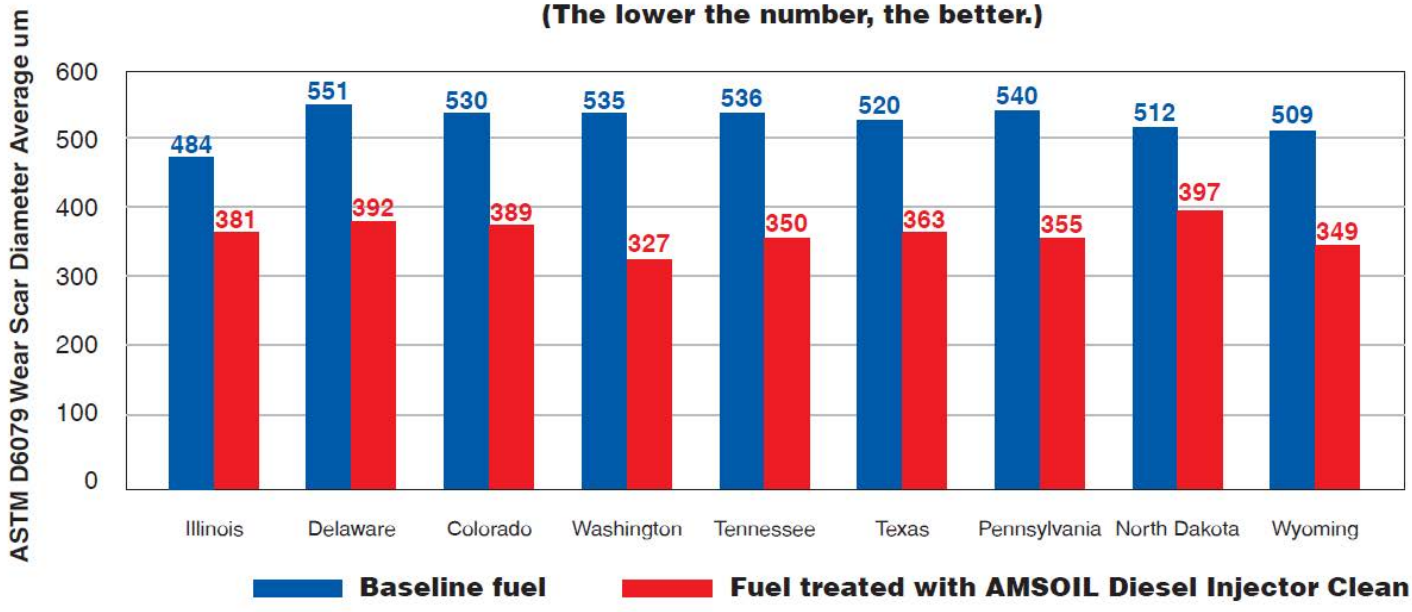
| CLEAN-UP | MAINTENANCE | FUEL VOLUME |
|---|---|---|
| 2 oz. | 1 oz. | 5 Gal. |
| 4 oz. | 2 oz. | 10 Gal. |
| 12 oz. | 6 oz. | 30 Gal. |
| 32 oz. | 16 oz. | 80 Gal. |

Use this treat rate chart for the 8-oz. size of AMSOIL Diesel Injector Clean.

| CLEAN-UP | MAINTENANCE | FUEL VOLUME |
|---|---|---|
| 2 Bottles | 1 Bottle | Up to 20 Gal. |

- **Cleans** dirty injectors.
- **Lubricates** pumps and injectors to reduce wear.
- **Extends** fuel-filter life.
- **Improves** fuel economy up to 8%.
- **Restores** power and torque.
- **Reduces** smoke and emissions.
- **Helps** prolong time between EGR and DPF regenerations.
- **Combats** fuel-system corrosion.
- **Reduces** downtime and maintenance costs.
- **Safe for use** in all diesel fuels, including biodiesel.
- **Alcohol-free**.


## Lubricity Improvement



# Shop Talk...

**with Dr. Jonathan D. Olson, EdD**
**(Independent Amsoil Dealer #10458)**

Automotive repair are not getting any cheaper. In July 2023, one stated that motor vehicle repairs have increased 20% over the previous 12 months. Another report found that the cost to repair a vehicle has increased 40% from 2018 to 2022. Still others have reported a 4.1% increase every year since 2013.

Routine preventative maintenance has never been more important. Finding and fixing a small problem early on will save you a substantial amount of money, as a small problem will eventually become a big problem...and big problems cost big money.

Each year, I work with my students to develop a preventative maintenance plan for their vehicles. The hope is that I can instill, in them, the vital importance of taking care of your investment. I routinely have students bring their cars into the shop and we conduct a thorough assessment of their vehicles. From the data collected, we can then make recommendations on repairs and identify low, medium, and high priority work that is needed to be completed.

This is probably one of the most enjoyable lessons for me to teach, as it is information they will utilize immediately and for the foreseeable future. Perhaps I can help them save lots of money throughout their life and help them develop a sense of pride and independence with being a vehicle owner.

# Congratulations to NEW Amsoil Opportunists and Enthusiasts!

## Congratulations:

**New Catalog Customers**

Mike Collins
Winchester, VA

Philip Pratt
Elmwood, NE

Ronald Posada
Redwood City, CA

Austin Wilkins
Pulaski, NY

Mike ANdrews
Homosass, FL

Bradley Vanderploeg
West Olive, MI

Armando Arocho
Saint Augustine, FL

Richard Deaton
Grand Island, NE

Thomas Krause
Portland, OR

Clay Roamack
Cross Plains, IN

Faroud Wong
Miramar, FL

Felipe Rivera
Woodland, CA

## Congratulations:

**New Preferred Customers**

Roland Amsler
Addison, TX

Nathan Staab
Newport, WA

Ina Scott
Huntsville, AL

Matthew Ferrell
Lincoln, NE

Scott Johnson
Lincoln, NE

Dillon Edens
Lincoln, NE

Tim Sercl
Lincoln, NE

Mike Barnes
Feyetteville, GA

Joseph Carter
Lincoln, NE

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