

Olson Marketing

Monthly

May 2024 - Issue #153

in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

NEW Product Highlight Car Care & Detailing Products

Check out these new great products:

[AMSOIL High-Foam Car Shampoo](#)

[AMSOIL Exterior Ceramic Spray](#)

[AMSOIL Interior Detailer - Scent Free](#)

[AMSOIL Interior Detailer - Light Lemon](#)



What's Inside This Issue?

2012 Ford F150 EcoBoost
--Fuel Dilution Continues
.....p. 2

Amsoil Dominator Octane Boost
.....p. 3

Shop Talk with Dr. Olson
.....p. 4

Congratulations
.....p. 4



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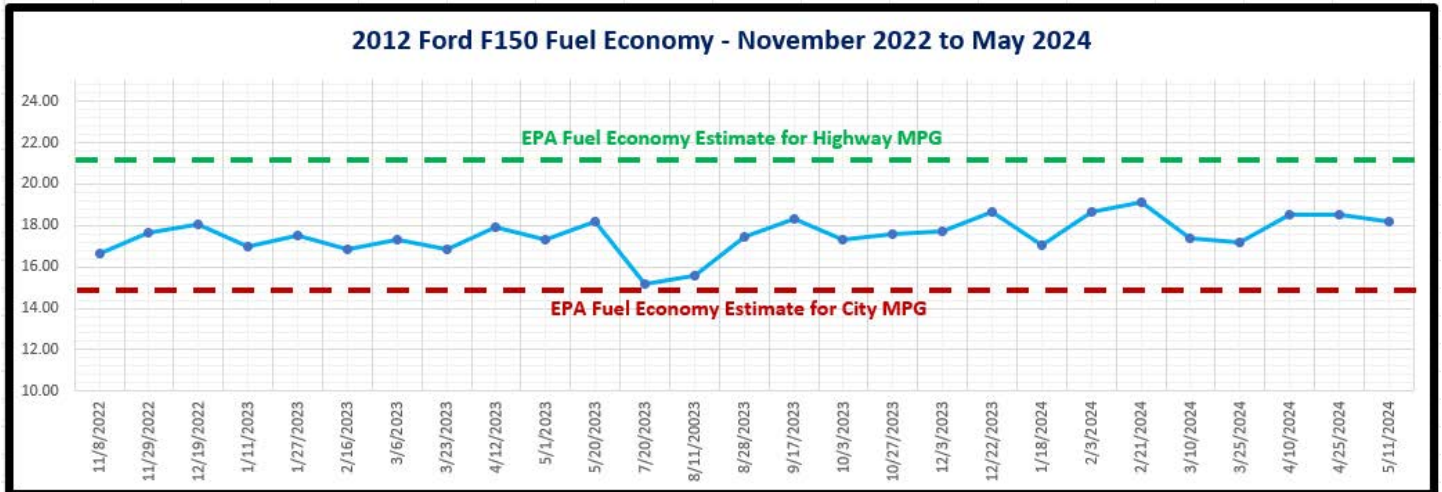
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2012 Ford F150 - Fuel Dilution Continues



Fuel dilution continues to be a problem in my 2012 Ford F150. This vehicle has a 3.5 EcoBoost engine. This particular engine has Gas Direct Injection and Turbochargers. It is a well known issue that these two technologies lead to higher than normal fuel dilution in your oil. However, the results from my vehicle are well beyond what is considered "normal" fuel dilution.

The first oil sample, taken in October 2023 (below), showed 10% fuel dilution. This is after the oil had been run in the engine for 12 months. The recommendation by

the Oil Analysis company was to resample the oil at a half interval. Thus, last month I pulled a sample and sent it in. As expected, the results indicated about 5% fuel dilution.

It is interesting that there are no other concerns with the oil report. Additionally, the fuel economy is right where it should be (above).

In the Oil Analysis report, the company did provide several thoughts that could contribute to high fuel dilution. Those thoughts were as follows:

1. Heavy Throttle Application
2. Engine Lugging
3. Frequent Short Trips
4. Excessive Idling

Unfortunately, none of these suggestions apply to my vehicle or my driving style.

However, this data does show that my driving style is consistent and the problem is persistent. I have a few repairs planned for this summer on this vehicle. Afterwards, I will change the oil and do another half interval sample. I will keep you informed along the way.

Sample #	Wear Metals (ppm)									Contaminant Metals (ppm)			Multi-Source Metals (ppm)					Additive Metals (ppm)						
	Iron	Chromium	Nickel	Aluminum	Copper	Lead	Tin	Cadmium	Silver	Vanadium	Silicon	Sodium	Potassium	Titanium	Molybdenum	Antimony	Manganese	Lithium	Boron	Magnesium	Calcium	Barium	Phosphorus	Zinc
1	16	1	0	2	16	0	0	0	0	0	9	8	2	0	177	2	3	0	41	830	1128	1	653	696
2	8	0	1	6	12	0	2	0	0	0	8	6	2	0	205	0	2	0	168	837	1177	0	708	763

Sample #	Sample Information							Contaminants			Fluid Properties					
	Date Sampled	Date Received	Lube Time mi	Unit Time mi	Lube Change	Lube Added qt	Filter Change	Fuel Dilution %	Soot %	Water %	Viscosity 40°C cSt	Viscosity 100 °C cSt	Acid Number mg KOH / g	Base No. D4739 mg KOH / g	Oxidation abs / cm	Nitration abs / 0.1mm
1	21-Oct-2023	26-Oct-2023	7909	149895	Yes	0	Yes	>10 - GC	<.1	<.1 - FTIR		8.2		2.04	45	14
2	14-Apr-2024	19-Apr-2024	3691	153587	No	0	No	4.8 - GC	<.1	<.1 - FTIR		8.3		3.44	46	12

Product Highlight:

AMSOIL Dominator Octane Boost

[AMSOIL DOMINATOR® Octane Boost \(AOB\)](#) significantly increases engine response and power in all two- and four-stroke gasoline-fueled engines by increasing octane up to four numbers. Just one treatment reduces engine knock, improves ignition and helps fuel burn cleaner. [DOMINATOR Octane Boost](#) is the recommended octane boost for all high-performance off-road and racing applications. Most users find one 12-oz. bottle of [DOMINATOR Octane Boost](#) for 15 gallons of gasoline provides the ideal performance increase. [DOMINATOR Octane Boost](#) is also excellent as a lead substitute at the same treat rates in collector automobiles, older off-road equipment and pleasure vehicles.

What is "engine knock" and why does it matter?

“Knock” is an uncontrolled and explosive ignition of a hydrocarbon fuel, such as gasoline, in the combustion chamber. It causes a knocking or pinging sound, robs the engine of power and, left unchecked, causes serious engine damage. Fuel’s tendency to knock is measured by its octane number. Lower numbers denote greater knock tendency; higher numbers denote greater knock control. Knock may be eliminated with the appropriate octane number.



[AMSOIL Dominator Octane Boost:](#)

- Improves performance
- Removes carbon deposits
- Maximizes power
- Reduces engine knock
- Improves ignition
- Improves responsiveness
- Helps fuel burn cleaner



Did You Know?

DOMINATOR® Octane Boost is an excellent lead substitute in collector automobiles, older off-road equipment and pleasure vehicles.

Did You Know?

[DOMINATOR® Octane Boost:](#)

- Increases octane up to 4 numbers.
- Significantly increases engine response and power in two- and four-stroke gasoline-fueled engines.
- Just one treatment reduces engine knock, improves ignition and helps fuel burn cleaner.
- Most users find one 12-ounce (354 mL) bottle for 15 gallons (57 litres) of gasoline provides the ideal performance increase.

Also By AMSOIL:

[Motorcycle Octane Boost](#)



Shop Talk...

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

I usually enjoy the challenge associated with diagnostics and troubleshooting of automotive related problems. I say usually, because cars are a bit like computers in that you love them when they work and you hate them when they don't work. The goal with cars is to catch a potential problem before it becomes a real problem. Catching it early gives you the time to properly diagnose and troubleshoot the issue and ultimately research if the issue is something you want to try and fix yourself, or if it is best to take it to a mechanic.

I typically try to do as much service/repair work myself for two reasons.

1. It saves me money over taking my vehicle to a mechanic.
2. When I complete the repair/service I have the personal satisfaction of completing the job myself.

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Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Catalog Customers

Ashton Marshall
Currituck, NC

Brett Teike
Camby, IN

Dillon Paquette
Dawson Creek, BC

Kenneth Burke
O'Brien, FL

Travis Price
Abbeville, LA

Carlos Davalos
Litchfield Park, AZ

David Husak
Windham, NH

David Penninger
Huntersville, NC

Joe Hopper
Adel, GA

Eric Gordon
Rochelle, IL

Congratulations:

New Preferred Customers

Joseph Jackson
La Vista, NE

Joseph Dain
Holcombe, WI

Derek West
Canmore, AB

Alex O'Brien
Lincoln, NE

Dale Hoffman
Lincoln, NE

Jerry Jensen
Beatrice, NE

Rodney Stariha
Phenix City, AL

Owen McAlexander
Dunbar, NE

James Mesenbrink
Lincoln, NE

Jason Harger
Beatrice, NE

Emily McVey
Bennet, NE

Bill Vandyke
Lincoln, NE

James Locklear
Silver City, NC

