

DEALERS IN ACTION!

Tranny Fluid Change Nets New Customer

AMSOIL Direct Jobber Gerry Reid of Zebulon, NC proved the performance qualities of AMSOIL Synthetic Automatic Transmission Fluid and earned a retail account in the process.

Reid reports he took his 2000 E350 Ford van to the shop for a transmission fluid change after running it beyond AMSOIL recommendations.

"The fluid was installed at the dealership when the van was new, before I drove it home," Reid said. "When I brought it in to the shop, the engine showed 162,000 miles and the fluid had never been changed."

He planned a trip to Missouri that included pulling a 9,600-pound travel trailer. "I thought it would be prudent to change the transmission fluid," Reid said. "I had pushed far beyond AMSOIL's recommended 100,000 mile change, especially considering the towing I had done and knowing that these transmissions weren't bullet proof to say the least."

Reid asked the Ford dealer to show him the pan before it was cleaned. "You could still see the red color, the pan looked like new and the filings were minimal,"



2000 Ford E350 transmission pan with 162,000 miles on the oil

Reid said. "The parts manager was impressed, asked a lot of questions about AMSOIL and asked me to set up the shop as a retail account."

AMSOIL ATF Performs Without Fail

Dealer Greg Norman of Cheyenne, Wyo. also tested the performance power of AMSOIL Automatic Transmission Fluid in his vehicle.

After decades of using AMSOIL products, Norman added AMSOIL Synthetic Automatic Transmission Fluid to the maintenance schedule for his 1994 Ford Taurus.

Norman bought the Taurus used in 1995 with about 18,000 miles on the engine. "I immediately changed the engine oil to AMSOIL," Norman said. "I didn't do anything with the transmission fluid at first, although I knew the transmissions in the '94 Taurus and earlier models were notorious for failing between 80,000 and 100,000 miles."



In 1998 the car had about 60,000 miles on the engine and Norman began partially draining the old automatic transmission fluid and adding AMSOIL ATF.

"With this method, I was only changing about half the ATF to AMSOIL," he said.

He continued this procedure three more times. The last time was in July 2006 when the car had about 150,000 miles on it.

"There was just a little metal 'dust' on the magnet that's in the bottom of the transmission pan," Norman said. "I was very happy with the looks of the transmission and it still works as good as it did when I bought the car."