

MotorOilBible.com

"The Motor Oil Bible" a Motor Oil & Filtration Handbook

In Conjunction With ::::: [The-Motor-Oil-Evaluator.com](http://www.The-Motor-Oil-Evaluator.com)

"MOTOR OIL BIBLE" (FREE PREVIEW VERSION) PREFACE

Thank you for reading the *Free Preview Version* of "The Motor Oil Bible". I know you'll find the content useful. Of course, there is considerably more lube & filter information available in the Full Version of the book (another 250+ pages). To get a PDF, MP3 and/or printed copy of the complete book, please visit www.MotorOilBible.com.

So, What's In the FREE Preview Version?

In this preview version of "The Motor Oil Bible", you'll find answers to some of the most commonly asked questions regarding motor oil. I've tried to stay focused on those questions people most commonly have, thereby making it possible for many people to get what they need from this book alone – without having to pay for the "upgrade" to the full version of the book.

Of course, that doesn't mean I don't want you to buy my book. I certainly do – but, only if you really need it. "The Motor Oil Bible" contains a TON of information about motor oil and filtration which I believe would benefit a large number of people.

However, many people won't take the time to read that much information, so I've tried to condense some of the answers people are most looking for in this

FREE Preview Version.

If you read this entire preview copy, you'll learn about all of the following:

- **Motor Oil Viscosity**
- **How to Choose the Right Oil for Your Engine**
- **Whether to Use Synthetic or Petroleum Oil**
- **When to Switch, How to Switch & Whether Mixing is OK**
- **How Often to Change Your Oil**

As a bonus, I've also thrown in two additional chapters to help make your oil changes and automotive maintenance easier and more efficient. You'll find them following the above sections.

WANT TO KNOW MORE?

If you decide you are interested in learning more, check out the full Table of Contents listed near the end of this Preview Version. It will tell you ALL of the information contained in the [full version](#) of the book.

Other Informative Lube Sites That I Operate

You may also find answers to your lube/filter related questions at one of the following websites that I also operate. Some are newer than others, but all of them offer a wealth of information related to the lubrication and filtration industries. You may find a little information overlap between the various sites, but you will also find content on each site that is complete unique to that site, so be sure to check them all out.

TheMotorOilSite.com - Don't forget to drop by [TheMotorOilSite.com](#) on a

regular basis for discussion of automotive lubricants and filters, as well as other automotive issues. The more people we have reading and posting, the more interesting and helpful the forum will be. Most areas of the site can be viewed without registration (which is absolutely FREE), but some areas are restricted to registered members only. So, I hope you'll register for a free account on our system so you can take advantage of all the site has to offer. Again, the address for the motor oil forum is: www.TheMotorOilSite.com.

MotorOilBible.com/blog – A new blog designed to be a compilation of my own random thoughts and articles along with various lube/filter related articles/news from around the web. In addition, leave your comments on the site to register yourself to win the free gadget giveaway. www.MotorOilBible.com/blog

TheMotorOilEvaluator.com – An additional lube related site that I administrate can be found at Members.TheMotorOilEvaluator.com. This site is an online, interactive, sortable and filterable database of motor oil technical specifications. The purpose of the site is to help people compare motor oils by having a simple way to view the technical specifications for most all of the available oils “side by side”. It also is a free service, so feel free to drop by and take a look.

Why Did I Write “The Motor Oil Bible”?

Well, originally, “The Motor Oil Bible” actually started as an informational pamphlet that I used to help educate my customers and potential customers about lubrication and filtration so that they could make a more educated decision regarding whether or not it was in their best interests to purchase my products. Over time, it grew into something considerably more detailed than a simple informational pamphlet. It had become a full-fledged book.

And, yes, in case you did not read this information on the “promo” page for the

book ... I sell oil. I have no intention of trying to hide that fact. It would be ludicrous to do so, and would only detract from my credibility in this area. So, I try to be as open and honest about this fact as possible, although I still have those who are quite skeptical.

I can't exactly blame them, but, quite frankly, I've said on quite a number of occasions that, the longer I spend educating people regarding lubrication and filtration issues, the more amused I am at their expectation of finding useful information from someone who DOESN'T work in the lubrication and/or filtration industry, and hence, would not have a bias in one way or another.

The simple fact is there are VERY few people who really know anything about oil unless there is a reason for them to. The reason is simple. To **really** understand oil and filtration takes a great deal of time, effort and money.

Time to speak with hundreds to thousands of people to get a well rounded view of their experiences with various products and maintenance philosophies. Time to read through hundreds to thousands of technical journals & articles, test procedures, test results, technical specifications, oil industry propaganda, auto industry propaganda. Money to actually pay for those technical journals, industry association dues, test procedure specifics, etc.

What individual that does not work in the oil industry would waste their time? Would you? I doubt it. Your time, money and resources are directed toward other areas. Oil and filters are not "what you do".

The fact that you are reading this book indicates you have an interest in oil and filtration, but is that interest high enough to spend countless hours and hundreds to thousands of dollars satisfying it? Probably not.

So, I wonder, where do people believe they are going to find this magical conglomeration of illumination regarding oil and filtration except from someone

who has a reason to know?

No APOLOGIES

I make no apologies for selling oil or even a particular brand of oil. Most people who sell a product sell a particular brand or brands because they believe in them. Some people believe in them simply because they believe. Others believe in them because they have studied the alternatives and the industry long enough and well enough to know that they SHOULD believe in a particular brand or brands.

You may find within my book references to the particular oil that I sell, but I won't tell you which one. There will be no blatant push toward that product (nor any links to my website to purchase it). In fact, if you read the Complete Version of "The Motor Oil Bible" carefully, you'll realize that I know this oil that I sell (or any other) is not for everyone. I know that neither synthetic nor petroleum oil is right for everyone.

It depends upon how they drive, what they drive, how long they need to keep it running, how much money they want to spend up front and over the long haul, etc. I am not under the illusion that one brand of oil or even a particular "type" of oil is right for everyone, and my intent is not to "sell" oil by offering this book to anyone.

The truth is, although some people may think that (and they are welcome to their opinion), I'd consider myself a very poor salesman if that was the intent of this book. The fact of the matter is that many of the people I speak with who have read my book choose to use other brands than what I sell for various reasons. I don't waste my time trying to convert them because it is neither in my nor their best interests to do so.

There are also many people who read my book that DO decide to purchase the

particular brand of oil that I sell. However, most of them find a local outlet or do a search on the Internet and come up with another source to purchase their product from. So what. That's not the point of the book, and anyone who thinks it might be, **please do not read "The Motor Oil Bible"** just to check.

Your view is already tainted, so much of what you read in my book will be looked upon from a negative standpoint instead of with an open mind. Hence, there really isn't much point in you reading it.

EXTENDED DRAINS ARE DISCUSSED

I discuss extended oil drain intervals in the full version of this book, fairly extensively (although probably 90% of the 350+ pages of content within the book do NOT specifically discuss extended oil drains). Both the auto AND lubrication industries are moving that direction. Most auto manufacturers are recommending 5-15,000 mile oil drains depending upon the oil type you choose and how you drive. In Europe, 10,000 mile (and further) oil changes have been commonplace for years and are recommended by European auto OEMs such as Mercedes, BMW, Volkswagen and others because European motor oils are typically of higher quality than many US oils.

Even some US based oil manufacturers are now recommending **severely** extended drains for their oils (such as the relatively new Mobil 1 Extended Performance or Castrol Edge products which guarantee 15,000 mile or one year oil changes – for vehicles that are no longer covered by the OEM warranty). Some have recommended/guaranteed these types of intervals for decades, although, in the past, most people have been frightened off by the claims since “nobody else was doing it”.

There are relatively few oils out there that recommend and/or guarantee such severe drain intervals, and, since I discuss extended oil drains in the book, as a means of not only saving you a great deal of money (while NOT sacrificing

vehicle longevity - IF you do it right) but also as a way to protect the environment, it only makes sense that I would refer to these brands by name.

One of those oils happens to be the oil that I sell. I have no intention of NOT mentioning that oil simply because people might think I'm biased. To leave it out would also be biased since they were one of the first companies ever to introduce long drain oils. It would be ridiculous to leave them out of the book because some people might think I'm biased.

I'M NOT TELLING

Again, I want to emphasize that the VAST majority of the book is NOT focused on extended oil drains or the particular oil brand that I sell. Quite frankly, I'm not going to actually TELL you what brand that I sell, although you may figure it out as you read the book. As I said before, I'm not even going to link to my website so that you can buy my oil. You will NOT find a single link to my site within the book.

I'm NOT trying to get you to buy my oil. I DO hope that you'll come to understand lubrication and filtration well enough that you'll be able to recognize just how viable and cost effective long oil drains can be IF you are careful about how you do it.

At the same time, there is a distinct possibility that you or your vehicle may not be good candidates for extended oil drains anyway, in which case, I hope that as a result of reading my book, you'll understand oils and filters well enough to find the BEST oil and filter that fits YOUR needs.

If you ARE one of those for whom extended drains may be a good fit, you MAY end up completely bypassing me in your quest for an extended drain oil or higher efficiency filtration, etc. That's OK with me. I have thousands of customers and make a pretty decent living selling oil. The VAST majority of my

customers got their hands on "The Motor Oil Bible" AFTER they started purchasing and using my oil, so I don't NEED you to purchase my book in order to keep selling oil.

People that have purchased my book have done so because they wanted to better understand oil and filters. If they were already a customer of mine, often they've purchased my book because they wanted to understand how and why my products work so well.

They also have friends that they like to discuss oil with, and they want to be knowledgeable enough to discuss oils and filtration INTELLIGENTLY, instead of just passing on whatever "words of wisdom" they might have received from their Uncle Joe or their Grandpappy (who, incidentally, might both have been EXCELLENT mechanics - but knowing about engines and transmissions does NOT mean you know a hill of beans about oil - even though most mechanics THINK that they are lubrication experts ... just ask them, they'll tell you :-).

Many people are looking for unbiased opinions about extended drains because they want to believe in it, but can't bring themselves to. So, they look for people to support the claims who are UNbiased. Good luck to you, if you are one of those people. The people who are going to tell you extended drains are possible are people who are likely using extended drains themselves and are partial to oils that offer that capability. Therefore, they are biased.

The people who are going to tell you extended drains are **not** possible are either in the business of selling oil and don't like extended drains because they eat into their profits, or they are people who have used conventional oils and conventional drains for years "without a problem", "so why switch now?" That is not exactly an unbiased opinion either - nor is it an educated one.

Anyway, I'm stepping off my soapbox now. You now know that I sell oil. In fact, you know that I sell an extended drain oil. You know that this book began about

10 years ago as an educational tool for my customers and my potential customers. It's all been fully disclosed, so there's no pretense here.

If it bothers you that I sell oil or the above information has offended you, you are free not to read my book. I won't be heart broken. It's not like the book is all that terribly expensive, so I'm not going to lose sleep over the lost sale. It's not going to keep me from buying a new 35 foot speedboat - I've got more important things to spend my money on.