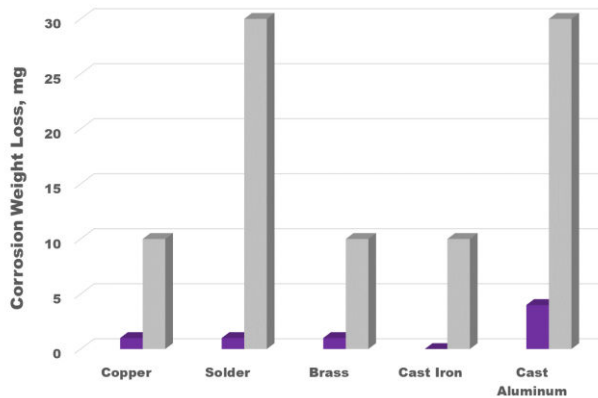


Purple Ice COOLING SYSTEM OPTIMIZER

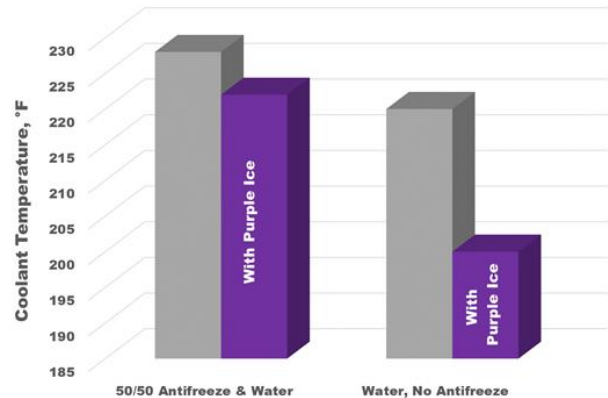
Purple Ice® is a high-performance radiator conditioner. Its advanced 2-in-1 wetting agent and corrosion inhibitor provides year-round defense against corrosion and reduces the surface tension of the radiator coolant to help reduce engine temperatures. Extensive testing confirms Purple Ice reduces coolant temperatures better than comparable products while providing extra corrosion protection.

When dynamometer tested with different coolant mixes, the added cooling performance is evident. Using antifreeze/water, and straight water coolants, with and without Purple Ice, average coolant temperatures are lower when using Purple Ice. Also, the outstanding cooling system protection provided by Purple Ice has been verified with industry recognized testing of engine coolant corrosion protection. Engine coolant properly treated with Purple Ice offers dramatically better protection for metals commonly used in cooling system components.

ASTM D1384 Coolant Corrosion Test



Dyno Testing Coolant Temperature



PERFORMANCE ADVANTAGES

- COOLER OPERATION - Provides lower, more consistent coolant temperatures under severe operation and towing
- REDUCES PRE-IGNITION – Helps prevent hot spots in the engine and cylinder heads, reducing the possibility of engine failure
- LESS OVERHEATING – Provides lower and more consistent coolant temperatures under severe operation and towing
- HIGH COOLANT COMPATIBILITY – Chemically compatible with OEM and aftermarket glycol-based antifreeze coolants
- TRACK LEGAL and ENVIRONMENTALLY SAFE – Purple Ice is water-based and contains no glycol

RECOMMENDED TREAT RATE

For 50% antifreeze/50% water coolant, use 1oz of Purple Ice per quart of coolant.

For low antifreeze concentration & straight water coolant*, use 2oz of Purple Ice per quart of coolant.

* Purple Ice provides no freeze protection, use an appropriate amount of antifreeze for local winter weather and cold temperatures