



## How Well Does Your Bike's Engine Keep Its Cool

*Specially Formulated Max-Cycle® Motorcycle Oil Boasts Reduced Engine Temperatures in Both New and Used Air-cooled V-Twin engines*

Porter, TX ([PRWEB](#)) March 11, 2005 -- Keeping your engine cool can be a real challenge during the summer months, especially if you're ever in stop and go traffic. Even when your bike's in motion, with plenty of air flow at the front of the engine, some engine parts can become critically hot. That's why it's important to keep your bike engine cool from the inside out.

Royal Purple has created a line of high-performance motorcycle oils that offer an easy way to drop engine operating temperatures considerably—just by changing your oil. These are not repackaged automotive motor oils. Royal Purple's engineers have specifically formulated the all-new Max-Cycle® motorcycle oil to exceed the demands of air-cooled motorcycle engines (and primaries). Royal Purple is considered by many industrial professionals to be the leader in creating new lubricant technologies.

In independent tests, switching to Max-Cycle® has reduced engine temperatures in both new and used motorcycle engines. For instance, in a test by Longview Inspection on a stock 2003 Harley-Davidson® with 3,021 miles, switching to Max-Cycle® dropped engine temperatures by a dramatic 24° to 44° F. In a test by Spike TV's Top Dead Center on a custom chopper with a brand new RevTech® engine, switching to Max-Cycle® dropped engine temperatures by an average of 11°.

But lowering engine temperatures isn't the only reason to switch to Max-Cycle®. Check out some of the other ways Max-Cycle® can benefit your bike:

**Get More Power-** Royal Purple has been proven in independent test to increase horsepower and torque 3% - 5% compared to leading synthetic and conventional oils.

**Wipe out wear-** Max-Cycle® greatly reduces engine wear—including ring, cylinder and bearing wear. It continuously adheres to metal surfaces, even after shutdown, to provide instant protection at startup. Max-Cycle® has unsurpassed film strength that is up to 400 percent stronger than leading synthetic and mineral oils for maximum protection against metal-to-metal contact.

**Keep your warranty in tack-** Max-Cycle® exceeds API/JASO new warranty requirements, and it's compatible with other mineral and synthetic motor oils. No flushing is necessary prior to use. It is recommended for use in both air-cooled and liquid-cooled 4-cycle engines and is compatible with wet-clutch transmissions.

### About Royal Purple

Royal Purple produces a full line of synthetic motorcycle lubricants, as well as lubricants for automotive and industrial use. For more information on Royal Purple or its products, contact Royal Purple Ltd., One Royal Purple Lane, Porter, TX 77365, 281-354-8600, [www.royalpurple.com](http://www.royalpurple.com).

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