



## Get More Performance On And Off The Track With Royal Purple's Line Of Synthetic Motorcycle Products

### *Royal Purple Highlights Five Reasons To Treat Your Street Machine To A Little Dose Of Royalty Just By Switching Lubricants*

([PRWEB](#)) January 20, 2005 -- Porter, TX (January 17, 2005) Taking care of your street machine can be a challenge on and off the track. Upgrading lubricants is the easiest way to increase your bike's performance and longevity. After gaining a reputation for developing top-of-the-line high-performance synthetic automotive lubricants, Royal Purple® has produced a line of high-performance motorcycle oils. These are not repackaged automotive oils. Royal Purple's engineers have specifically formulated the all-new Max-Cycle® motorcycle oil to exceed the demands of both motorcycle engines and transmissions. Here are five ways to get more performance with Royal Purple:

1. 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.
2. 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.
3. Beat the heat- Keeping motorcycle engines cool can be a real challenge. Royal Purple® offers an easy way to drop engine operating temperatures considerably just by changing your oil. In independent testing, switching to Royal Purple's brand-new Max-Cycle® high-performance synthetic motorcycle oil reduced engine temperatures by a dramatic 24 to 44 degrees F.
4. 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.
5. Lube It Or Loose It-Lubrication is more important then ever these days no matter what your task. Royal Purple makes a lubricant for any job that arises.

Max-Chain® is a motorcycle chain lubricant that can't be beat. Well suited to preserving parts during periods of extended storage.

For a multipurpose lubricant, Maxfilm® clings to metal surfaces for long-lasting protection against friction and wear. It's also great to loosen stuck bolts, nuts and pins. And, it's environmentally friendly.

When you need a great lube during assembly, there's Max-Tuff®, an ultra-tough synthetic lubricant designed for use in reassembling repaired equipment. It provides excellent protection to both ferrous and nonferrous metals against rust and corrosion.

#### About Royal Purple

Royal Purple produces a full line of synthetic motorcycle lubricants and a full line of synthetic car and truck lubricants. 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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