



Beat the Heat with Purple Ice®

An inexpensive and easy insurance against engine heat is to add a radiator coolant such as Purple Ice®, Royal Purple's specially formulated high-performance synthetic coolant additive.

Porter, TX ([PRWEB](#)) February 16, 2005 -- Overheating, especially as the weather gets warmer, is the leading cause of preventable breakdowns. Frying the engine means a very expensive repair. Fortunately, overheating is one of the easiest situations to prevent.

An inexpensive and easy insurance against engine heat is to add a radiator coolant such as Purple Ice®, Royal Purple's specially formulated high-performance synthetic coolant additive. Wonder if it really works? It's commonly used by Top Fuel drag racers, who encounter extreme temperatures much hotter than those seen in any street car.

Purple Ice® has been shown in independent tests to reduce engine temperature in street cars and trucks as much as 30 degrees F or more. The additive was engineered to reduce the surface tension of the coolant, which improves heat transfer throughout the cooling system.

Purple Ice® also protects the radiator and other cooling system components against corrosion. It prevents the formation of scale deposits in the radiator for optimum coolant flow, and it lubricates water pump seals. Purple Ice® is compatible with traditional ethylene glycol antifreeze (green) and GM Dex-Cool antifreeze.

About Royal Purple®?

Royal Purple® makes synthetic products for all your automotive needs, including engine oils, transmission fluids, gear oil, coolant additives, fuel system cleaner, power steering fluid, chain lubricant, grease, penetrating lubricant, assembly lube and shop compressor lubricant. 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.

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