



## **Royal Purple® Synthetic Lubricants Reduce Heat & Emissions, And Improve Performance, Drivetrain Longevity & Gas Mileage**

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([PRWEB](#)) March 12, 2003 -- In these days of gas prices gone wild, any product that will improve a pickup or SUV's fuel economy is more than welcome—especially if it's a product that you were going to change, anyway, like motor oil. But why stop there? Independent tests by a variety of sources confirm that by switching to Royal Purple's premium synthetic motor oil, as well as Royal Purple® synthetic transmission fluid and Royal Purple® synthetic differential fluid, truck owners will see:

- <sum> better gas mileage
- <sum> better performance (the ability to put more power to the ground—and the ability to turn taller-than-stock tires)
- <sum> reduced emissions
- <sum> reduced heat throughout the powertrain
- <sum> improved engine, transmission and differential longevity

Towing a trailer—as well as rock crawling, mud bogging and other off-road activities—can be particularly hard on a truck's powertrain. Both tow vehicles and off-road vehicles suffer numerous problems related to heat, in conditions that can render conventional lubricants ineffective. Royal Purple's severe-duty synthetic lubricants are specifically formulated to handle the strain. They provide maximum protection, which increases the life of a truck's powertrain and helps avoid breakdowns in tough conditions.

Royal Purple's Max-Gear outperforms other GL-5 gear oils because it combines high-quality synthetic base oils with Royal Purple's proprietary Synslide® additive technology. It provides maximum protection to heavily loaded gears while maximizing power output throughout the drivetrain. Its shock load protection reduces fatigue failure in gears and bearings. And Max-Gear's low coefficient of friction saves energy, reduces temperatures and requires no OEM or aftermarket limited-slip additive. Max-Gear® also exceeds Eaton's stringent GL-5 /MIL-L-2105D gear oil specifications.

Royal Purple's Motor Oil's performance advantages come from a blend of synthetic oils and Royal Purple's proprietary, synthetic Synerlec additive technology. Synerlec greatly reduces heat and wear in an engine. Plus, it is extremely tenacious, adhering to engine surfaces after shutdown, which provides protection upon initial startup.

Royal Purple's Motor Oil is available in all manufacturers' recommended grades for pickups and SUVs, as well as cars, motorcycles, ATVs, snowmobiles, racing engines and RVs. It's compatible with both gasoline and diesel engines. And unlike some synthetic motor oils, all of Royal Purple's street oils are API certified, so they won't void a new vehicle's warranty.

Royal Purple's Max ATF is recommended for all automatic transmissions requiring Ford Mercon or GM Dexron III transmission fluids. Max ATF is more oxidation stable than other transmission fluids



and greatly resists breaking down from heat and loss of proper lubricity. It is fully compatible and can be mixed with other automatic transmission fluids; however, for the best results, Royal Purple® recommends draining or flushing the current fluid before filling your transmission with Max ATF®.

Royal Purple® Synchronax® is recommended for all manual transmissions that specify an automatic transmission fluid or motor oil. It also is ideal for 4x4 transfer cases. Synchronax® is formulated with Royal Purple®'s synthetic, proprietary Synerlec® additive technology, which offers improved shift quality over a wide temperature range and reduced gear noise. It is fully compatible with all types of friction materials and offers excellent corrosion and oxidation protection without affecting the soft metals commonly found in manual transmission synchronizers.

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 details on the independent research or for more information on Royal Purple and 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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