



Driving Green is Easy with Royal Purple

Royal Purple highlights ways their oil can help reduce your footprint on the planet

Porter, TX ([PRWEB](#)) July 11, 2004 -- Most environmentally conscious people don't think of using motor oil to reduce their cars' impact on the environment. The fact is, driving green is as easy as selecting the best motor oil for your car. Here are four simple reasons to switch to Royal Purple:

Royal Purple Motor Oil helps reduce emissions. According to independent tests conducted by North Carolina State University, Royal Purple Motor Oil reduces harmful carbon monoxide emissions by as much as 62% when compared with conventional synthetic and petroleum-based oils.

Using Royal Purple Motor Oil improves a vehicle's fuel economy., The North Carolina State University study revealed meaningful fuel savings of up to 4.5% using Royal Purple's motor oil versus other energy-conserving motor oils.

Royal Purple Motor Oil lasts longer than conventional synthetic and petroleum-based oils.. Drivers need fewer oil changes when using Royal Purple, which is not only more convenient; it also reduces the amount of oil purchased and reduces the need to dispose of used motor oil. According to the U.S Bureau of Standard's Thin Film Oxygen Uptake Test (TFOUT), Royal Purple Motor Oil provides oxidation stability up to 500% higher than leading synthetic oils for longer oil life.

Royal Purple® Motor Oil increases engine longevity. This typically increases the usable lifetime of today's cars and trucks, saving consumers money and reducing the number of vehicles going to junkyards. In Falex No. 1 High Pressure Tests, Royal Purple's film strength was shown to be up to 400% stronger than other leading motor oils, which means the oil reduces both wear and heat to protect engines.

So, why not help the planet, lower your emissions, save some money and pamper your engine by switching to Royal Purple.

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 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.

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