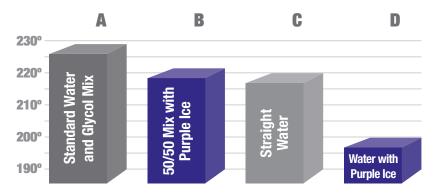


PURPLE ICE® COOLANT SYSTEM OPTIMIZER & CONDITIONER

Royal Purple's Purple Ice® is a high performance radiator conditioner. Its advanced 2-in-1 corrosion inhibitor and wetting agent provides year-round defense against corrosion and reduces the surface tension of the radiator coolant to help reduce engine temperatures.

REDUCED COOLANT TEMPERATURES

Extensive testing confirms Purple Ice reduces coolant temperatures better than comparable products while providing extra corrosion protection. For example, the average operating temperature of a 350 c.i.d. V8 engine (equipped with 160° thermostat) when dyno-tested with different coolants are:



- A. Standard mix of water and glycol (antifreeze) 228°F
- B. 50/50 water/glycol mix with Purple Ice added 222°F
- C. Straight water (no corrosion protection) 220°F
- D. Water with Purple Ice added 200°F

PERFORMANCE ADVANTAGES

- Reduces surface tension of a coolant allowing more heat to transfer outside the radiator resulting in more horsepower
- · Reduces hot spots in the engine and cylinder heads, reducing the possibility of engine failure
- Helps prevent overheating, keeps the system clean and extends the life of the water pump
- · Purple Ice is safe to use with water-only or antifreeze / water blends
- Purple Ice is compatible with OEM and stock replacement coolants, including extended-life antifreezes
- Purple Ice does not contain glycol and is safe and legal for track use



PART NUMBER

12-0z. Bottle

01600

RECOMMENDED TREAT RATE*

- For use with antifreeze: 1 oz. / quart of cooling system capacity
- For straight water applications: 2 oz. / quart of cooling system capacity
- * Minimum of 20% antifreeze is recommended in street-driven vehicles.