

PurePower!

lifetime filters & EHP lubricants

www.GoPurePower.com

For Immediate Release:

Contact:

Fran Cyrus
Pure Power! Incorporated
Tel: 714-894-2994
Fax: 714-894-6344
fran@gopurepower.com
www.GoPurePower.com

An Oil Filter That Delivers Pure Power!

Huntington Beach, CA , October 21, 2007

Competition proven superior performance and reliability from Pure Power! Products

Harley Davidson Motorcycle engines require more than just the basic functions from motor oil. The heart of the Bike is the V-Twin Engine and the Motor Oil is often referred to as the life blood of the engine. If that is true, then the Oil Filter can be equated to performing the function of the kidneys by filtering out harmful debris. Pure Power! V-Twin Motor Oil and Lifetime Oil Filters are a winning combination to find cheap horsepower, torque, cooler operating temperatures, and engine longevity.

Pure Power! Lifetime V-Twin Motorcycle Oil Filters

Pure Power! Lifetime Oil Filters are cleanable and reusable and engineered to efficiently provide maximum flow of completely filtered oil each and every pass. Because they are designed to last the life of most engines, they will likely be the last oil filter you'll need to buy. The benefits include reduced oil temperatures which is ideal for high performance V-Twin applications. Economical benefits are extended oil drain intervals, fewer repair costs, no more oil filters to buy and no more used filter disposal charges. Reduced Oil and Filter changes minimizes toxic waste disposal which helps the environment.

Pure Power! V-Twin Motorcycle Oil

Pure Power! V-Twin Motorcycle Oil is engineered from the finest natural petroleum Group II+ Base Stocks and a proprietary Additive Pak to address specific issues with the V-Twin Engine and to achieve a high TBN (Total Base Number) for extreme film strength, guaranteed superior performance and protection over any other competitive products on the market. Pure Power! Motor Oils are API Licensed and are available in Street, Fleet, Marine, Off-Road, Racing and Motorcycle Formulas. Pure Power! has developed its own Extreme High Performance formulas for a complete line of Lubricants, Grease, Fuel and ATF Conditioners.

About Pure Power! Incorporated

Pure Power! has owned and operated its own specialty lubricant blending facility in Huntington Beach, California for more than 21 years. Pure Power! introduced its Lifetime Oil, Fuel and Transmission Filters over 12 years ago to the Military and Commercial Fleets and now manufactures more than 25,000 applications for Direct Spin-on Replacement for every type of engine. Pure Power! is a member in good standing of many prestigious industry associations. Pure Power! Products have been in the Winner's Circle of every major Racing venue on land, sea and air. They are consistently Top Winners in Hot Rodding Engine Master's Challenge and The Official Oil and Filters of many Tours and Associations. Pure Power! Lifetime Oil Filters have received numerous prestigious National and International Awards for innovation, design and performance and is the ONLY cleanable Oil Filter to successfully pass three years of stringent F.A.A. testing and receive an S.T.C. for Lycoming, Rotax and Continental Engines. Southwest Research Institute performed SAE Certified Testing in Burst, Flow and Debris Removal showing the highest performance results ever tested at SwRI.

For the location of your nearest dealer or for more information on Pure Power! Products, contact Pure Power! at 1-800-750-0827 or log on to www.GoPurePower.com