



**For Immediate Release:**

**Contact:**

Fran Cyrus

Pure Power! Incorporated

Tel: 714-894-2994 Fax: 714-894-6344

[fran@gopurepower.com](mailto:fran@gopurepower.com) [www.GoPurePower.com](http://www.GoPurePower.com)

## **V-Twin Motor Oil That Delivers Pure Power!**

Huntington Beach, CA , October 21, 2010

**V-Twin 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.**

### **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 lubricating issues inherent with the V-Twin Engine. Pure Power! is built stronger, not slicker, resulting in a very high TBN (Total Base Number) to neutralize combustion acid and to provide a longer lasting extreme film strength. Pure Power! V-Twin Motorcycle Oil is compounded with an API Certified Commercial Grade Formula SAE 15W40 to accept full measures of thermal stability components as well as Anti-wear and Anti-oxidants. The formulation concentrates on REAL working ingredients such as Zinc, Boron, and Manganese etc. with only minimal amounts of polymer (plastic filler). It is competition proven to be far superior to other competitive products on the market to protect against wear on cylinder bore, camshaft, push rod tips, rocker arms, wrist pins, etc. Other benefits include long drain intervals, increased performance, quieter engine noise, lower emissions and improved fuel economy. Pure Power! V-Twin Motorcycle Oil can be used for all lubrication requirements in engine, primary case, clutch and transmission.

### **About Pure Power! Incorporated**

Pure Power! has owned and operated its own specialty lubricant blending facility in Huntington Beach, California for more than a decade. Pure Power! Motor Oils are API Licensed and are available in Street, Fleet, Racing, Marine, Off-Road, and Motorcycle Formulas. Pure Power! has developed its own Extreme High Performance formulas for a complete line of Lubricants, Grease, Fuel and ATF Conditioners.

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 30,000 applications for Direct Spin-on Replacement for almost 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 Magazine's 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 Aircraft Engines. Southwest Research Institute performed SAE Certified Testing in Burst, Flow and Debris Removal showing the highest performance results ever tested at SwRI.

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. For the location of your nearest dealer or for more information on Pure Power! Products, contact Pure Power! 1-800-750-0827 or log on [www.GoPurePower.com](http://www.GoPurePower.com) .

---

15751 Chemical Lane ~ Huntington Beach, CA 92649 ~ 1-800-750-0827 ~ [www.GoPurePower.com](http://www.GoPurePower.com)