

Purple Ice[®] is more than just a coolant additive.

It's a high performance radiator conditioner with an advanced 2-in-1 corrosion inhibitor and wetting agent to provide year-round protection while reducing engine temperature and improving performance.

ROYAL PURPLE
PURPLE ICE+
 COOLING SYSTEM OPTIMIZER & CONDITIONER

VS

LEADING COMPETITOR



PASS

PASS

4x More Protection
than Competitive Product

PASS

ASTM D1384:
MULTI-METAL CORROSION TEST

ASTM D4340:
ALUMINUM CORROSION TEST

ASTM D1881:
COOLANT FOAMING TEST

Three ASTM industry standard engine coolant performance tests performed by a leading OEM-approved, third party coolant test laboratory.

FAIL

PASS

4x Less Protection
than Purple Ice

FAIL



- Superior protection of aluminum components in cooling systems of today's new cars and trucks.
- Superior protection against foam, which causes premature water pump failure.
- Superior anti-foam ingredients, which will not polymerize to form slimes.*

*The leading competitor contains anti-foam ingredients that can polymerize to form brown slimes, which coat a cooling system and reduce heat transfer

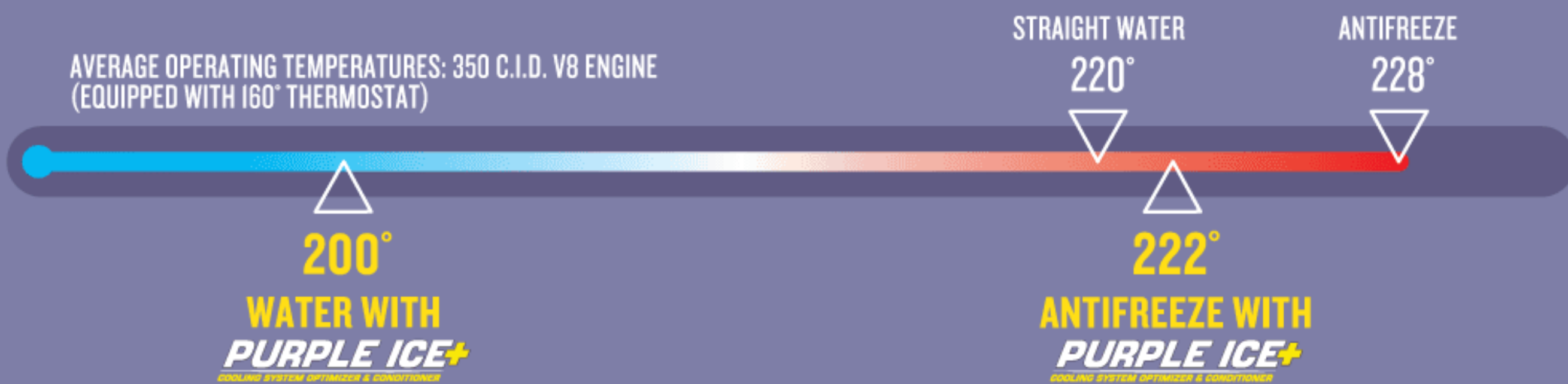
Independent tests confirm

PURPLE ICE OUTPERFORMS THE COMPETITION!

REDUCES ENGINE TEMPERATURES

Extensive testing confirms Purple Ice reduces engine temperatures better than comparable products while providing advanced corrosion protection.

AVERAGE OPERATING TEMPERATURES: 350 C.I.D. V8 ENGINE
(EQUIPPED WITH 160° THERMOSTAT)



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



IMPROVED PERFORMANCE

Reduces coolant surface tension, which enhances heat transfer and allows an engine to make more power



REDUCED HEAT

Reduces hot spots in the engine and cylinder heads, reducing the possibility of engine damage due to detonation



MAXIMUM PROTECTION

Helps prevent overheating, keeps the system clean and corrosion-free, and extends the water pump life



COMPATIBLE

Safe to use with any type of antifreeze, or even with straight water

SWITCH TO PURPLE ICE TODAY, AND USE OUR NEW ROYAL FLUSH™ TO HELP REMOVE SLIME COATINGS LEFT BEHIND BY THE LEADING COMPETITOR!

Discover other oils, fluids & lubricants on our website.