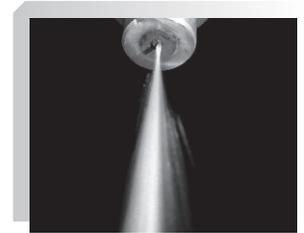




ROYAL PURPLE® MAX-ATOMIZER™ FUEL INJECTOR CLEANER

LOSS IN PERFORMANCE

If you have a newer vehicle, there's a very good chance you could be losing engine performance due to partially blocked fuel injectors. Gasoline Direct Injection (GDI) injectors are located in combustion chambers, and form coked deposits that are difficult to remove. Deposits inhibit fuel delivery, resulting in reduced engine performance, efficiency loss, harder starts, rough idle, misfire codes, power loss, higher emissions, and fewer miles to the gallon.



FUEL INJECTOR TREATMENTS

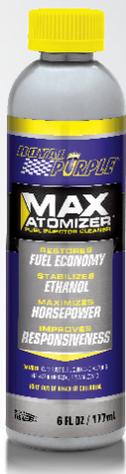
Royal Purple Max-Atomizer is a new fuel injector cleaner that utilizes a highly-concentrated, state-of-the-art Polyether Amine (PEA) detergent. It is the only one developed specifically to solve the problems associated with GDI engines, making Max-Atomizer the most concentrated product on the market. Don't be fooled by other products. Many contain Polyisobutylene (PIB), a dispersant with mild detergent-like qualities. PIB is NOT a detergent, and therefore is not strong enough to actively remove stubborn coked GDI deposits.



LAB TESTED

Royal Purple conducted a controlled field test that compared Max-Atomizer fuel injector clean-up to that of the leading competitor. Both products were added to gasoline at the same dose, and used in GDI engines in 2012 BMWs (with odometer readings between 65,000-85,000) and 2006 Audis (with odometer readings between 150,000-180,000) for a 500-mile clean-up. The test quantified improvements in injector flow rates as a result of deposit removal, and studied the associated benefits in horsepower, fuel economy and emission levels. The statistically significant results indicated that Max-Atomizer outperformed the competitor in all categories tested.

PRODUCTS TESTED



Royal Purple® Max-Atomizer™

- Bottle Size**
6 oz.
- Recommended Dose**
6 oz. per 20 gallons
- Test Dose**
6 oz. per 20 gallons

Leading Competitor

- Bottle Size**
5.25 oz.
- Recommended Dose**
6 oz. per 20 gallons
- Test Dose**
6 oz. per 20 gallons





ROYAL PURPLE® MAX-ATOMIZER™

FUEL INJECTOR CLEANER

TEST	Competitor in BMW 335i	Max-Atomizer in BMW 335i	Competitor in Audi A3	Max-Atomizer in Audi A3
Injector Flow	+ 13.7%	+ 94.5%	+ 10.6%	+ 90.8%
Fuel Economy	+ 0.7%	+ 4.1%	+ 0.6%	+ 5.1%
Horsepower	+ 0.4%	+ 2.9%	+ 0.0%	+ 1.9%
HC Emissions	- 2.5%	- 9.2%	- 2.4%	- 14.8%
CO Emissions	- 0.8%	- 7.7%	- 1.6%	- 9.0%

WINNER:

MAX-ATOMIZER™



Max-Atomizer outperformed the competition in every test. Max-Atomizer improved injector flow rates by over 90% in all vehicles tested, compared to just over 10% with the competition. Max-Atomizer also improved fuel economy by 4%-5%, compared to less than 1% with the competition. Horsepower improved between 2%-3% with Max-Atomizer, versus negligible (if any) improvement with the competition. Max-Atomizer also reduced emissions by significantly more than the competition in all categories tested.

BENEFITS

- Improved Fuel Injector Flow Rates
- Improved Fuel Economy
- Increased Horsepower
- Reduced Emissions

It took over three years to perfect the Max-Atomizer formula. It was developed specifically for GDI engines, but provides significant benefits to all types of fuel injected engines, including PFI (Port Fuel Injection). Our proprietary, highly-concentrated PEA detergent has a higher flash point than detergents in other fuel injector cleaners. This allows it to provide better injector clean-up in hot combustion chambers, where injectors are located in GDI engines. To improve and restore engine performance, look no further than Royal Purple Max-Atomizer.