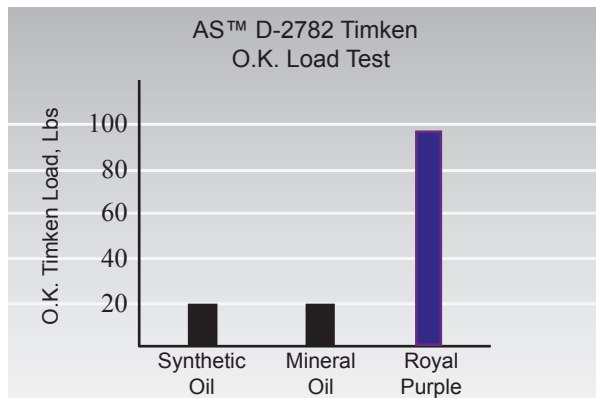


The Royal Purple Advantage

Royal Purple Lubricants are made from select synthetic molecules plus Synerlec™, our proprietary performance proven, high film strength additive system. Equipment runs smoother, cooler, quieter, longer and more efficiently, with less vibration and less wear.

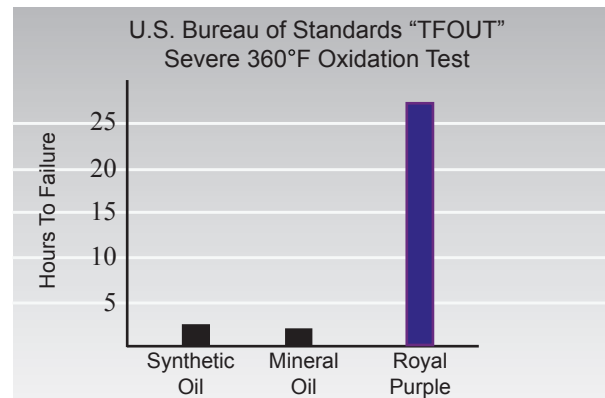
As Documented by Laboratory and Field Tests.

1. Higher Film Strength



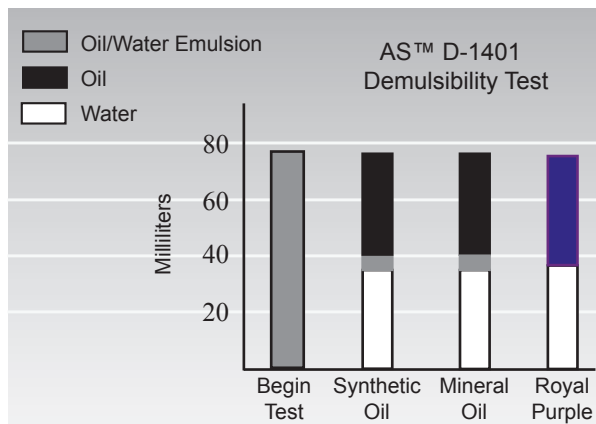
Royal Purple Synthetic Oil with Synerlec™ reduces wear by carrying loads 5 times greater than other premium synthetic and mineral oil. All equipment runs on a very thin film of oil ...the tenacity and toughness of our Synelec™ film greatly reduces wear and extends equipment life.

3. Longer Oil Life



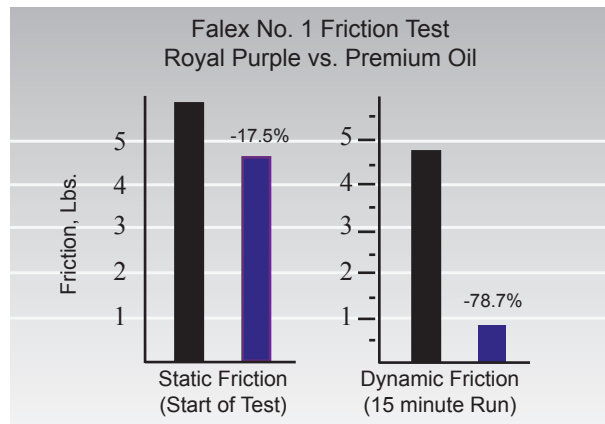
Royal Purple is 10 times more oxidation stable in this test. In the U.S. Steel/AS™ D-2893 lab test, results equated to a 20 year oil change interval in field service (271 days in test with 0% viscosity increase). Unless oil is contaminated, oxidation is the sole measure of oil life.

2. Superior Water Separation



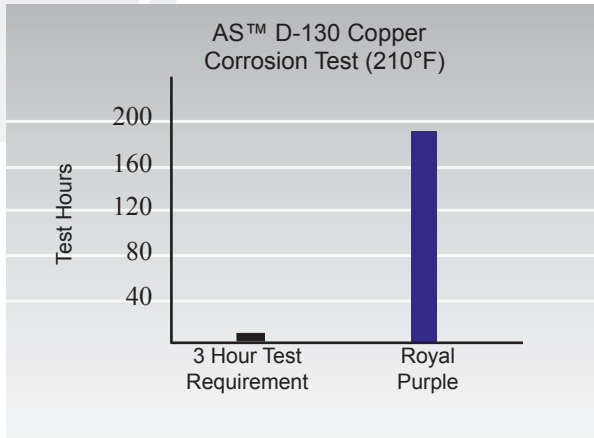
Royal Purple Synthetic Oil with Synerlec™ separates rapidly from water to remain dry. Dry oil greatly extends bearing life. Water is easily drained from bottom of oil reservoir.

4. Saves Energy



Royal Purple Synthetic Oil with Synerlec™ lowers friction up to 78.7% to conserve energy and save money. Energy savings alone can exceed the cost of the oil.

5. Superior Corrosion Protection



Royal Purple Synthetic Oil with Synerlec™ offers a “dual margin” of corrosion protection. It protects during operation and acts as a preservative oil during shut-down.

6. Reduces Equipment Vibrations

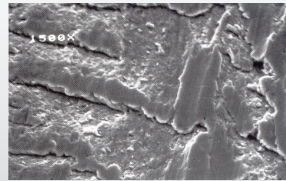
Royal Purple Synthetic Oil with Synerlec™ is “performance proven” to reduce vibrations in both rotary and reciprocating equipment.

7. “Micro-Polishes” Surface Asperities

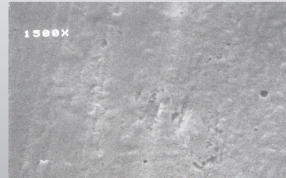
Royal Purple Synthetic Oil with Synerlec™ has a tenacious, tough, synthetic film that allows surfaces to “perfectly mate” through controlled polishing of the micro-asperities. Smoother surfaces reduce friction, vibration and lower “unit pressures” (psi) to extend equipment life.



New machined bearing surface appears smooth until magnified 1500 times.



Same bearing surface “galled” using premium competitive synthetic oil (1500 power)



Same bearing surface in same severe service is “micro-polished” by Synerlec™. Surface is much smoother than new surface. (1500 power).

Only Royal Purple Offers all 12 Performance Advantages in One Oil

- Higher Film Strength
- High Temperature Stability
- Low Friction Coefficient
- Superior Water Separation
- Environment Friendly
- Protects Against Corrosion/Rust
- Reduces Vibrations
- Longer Flushing Intervals
- Energetic Efficiency
- Low Temperature Fluidity
- Solubility - Cleaner Equipment
- Greatly Reduces Wear