



## New PEAK® CF-EXL Extended Life Antifreeze/Coolant Is Designed Specifically For Newer Ford and Daimler-Chrysler Vehicles

(NORTHBROOK, IL – June 12, 2003) As a leading innovator of antifreeze and coolant technology, Old World Industries is dedicated to developing new antifreeze formulas to make vehicle maintenance easier and more effective for consumers.



The newest product in the PEAK Performance Products line, *PEAK® CF-EXL Extended Life Antifreeze & Coolant*, achieves both of these objectives by providing consumers with a single product that is formulated for use with new FORD and DAIMLER-CHRYSLER coolant chemical technology. This means that (when mixed 50/50 with water) it can be used to either flush and fill or top-off coolant systems in new DAIMLER-CHRYSLER or FORD vehicles, including:

- ⇒ All 2001 or newer DAIMLER-CHRYSLER cars and trucks
- ⇒ All 2002 and newer FORD Trucks
- ⇒ All 2003 and newer FORD Cars

The cutting-edge chemical technology in *PEAK CF-EXL Extended Life Antifreeze & Coolant* is also fully compatible with the conventional antifreeze used in older FORD and DAIMLER-CHRYSLER vehicles.

### New Technology Keeps PEAK® Antifreeze in the Lead

*PEAK® CF-EXL Extended Life Antifreeze & Coolant* technology is an example of the company's emphasis on product development to serve the automotive aftermarket. "Our advanced extended-life coolant is based on a patented formula that provides maximum freeze-up protection down to -84°F and boil-over protection to 276°F, while safeguarding the cooling system from rust and corrosion," explained Edward Powderly, brand manager for PEAK® Performance Products. "All new Daimler-Chrysler and Ford vehicles come from the factory with extended life antifreeze/coolant, which means that the market for this product will be directly linked to some of America's best-selling cars and trucks."

Recommended for vehicles with DAIMLER-CHRYSLER's MS 9769 and FORD's WSS-M97B51 antifreeze specifications, *PEAK® CF-EXL Extended Life Antifreeze & Coolant* provides maximum protection for up to 100,000 miles/5 years. It also meets the phosphate-free requirements of European car manufacturers. For more information about *PEAK® CF-EXL Extended Life Antifreeze & Coolant*, and the industry leading PEAK family of automotive products, contact PEAK Performance Products' Brand Manager, Edward Powderly, at (800) 323-5440 ext. 2122.

PEAK® is a registered trademark of Old World Industries, a privately-held company in Northbrook, IL, which markets and sells automotive parts and chemicals in more than 50 countries worldwide. Old World's other brands include a full line of PEAK® Performance Products; PEAK® Safety & Convenience Products; SIERRA® the safer antifreeze; Fleet Charge® Fully Formulated Coolant; SmartBLADE™ Premium Wiper Blades; HERCULINER® Bed liner Kits and SplitFire® Spark Plugs, Wire Sets and Performance Meters & Accessories.

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