



## ANTIFREEZE/COOLANT ANNOUNCEMENT OF A LIFETIME

For Immediate Release

### **PEAK® Global LifeTime™ First Antifreeze Backed By LifeTime Guarantee**

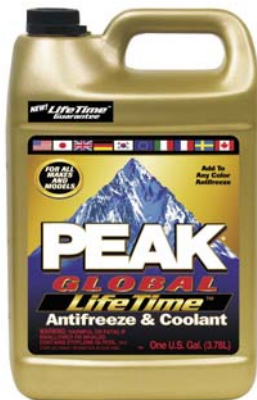
New antifreeze promises ultimate simplicity in cooling system maintenance: owners can now “flush it, fill it and forget it”\* – with guaranteed protection for as long as they own the vehicle

(NORTHBROOK, IL -- October 2004) With the introduction of PEAK® Global LifeTime™ Antifreeze & Coolant, cooling system maintenance has just become significantly easier for vehicle owners. No more questions about required coolant change-out intervals, or confusion surrounding the various antifreeze formulas and colors on the market today. **With a complete flush & fill, new PEAK Global LifeTime provides guaranteed protection for as long as you own your vehicle – no matter how many miles you put on it.**

Even more, PEAK Global LifeTime’s technologically advanced organic acid formula is designed for use in all automobiles and light duty trucks worldwide – regardless of make, model, year or original antifreeze color.



According to Brand Manager Josh Russell, PEAK Global LifeTime is “based on an exclusive formula that has been approved and/or used by Daimler-Chrysler, Ford, and Asian and European automakers in tens of millions of vehicles worldwide for more than a decade.” Russell continues, “This season, consumers can choose PEAK Global LifeTime – and flush it, fill it, and forget it\*... fully expecting to never flush & fill that vehicle again for as long as they own it.”



Available in full-strength for flush & fill applications or as a 50/50 pre-diluted formula that’s ideal for topping-off, PEAK Global LifeTime uses patented engine protection inhibitors to provide maximum protection against damaging rust and corrosion.

“Now instead of hesitating or spending time trying to sort out carmakers’ confusing color codes, consumers can top-off every vehicle they own from the same 50/50 pre-diluted bottle of antifreeze with total confidence,” Russell explains. \*In order to benefit from the guaranteed LifeTime protection, however, a



complete flush and fill of the cooling system must be performed, as well as routine cooling system maintenance as specified in the vehicle’s owner’s manual after coolant change – including coolant reservoir top-offs.

To learn more about PEAK Global LifeTime Antifreeze & Coolant and its LifeTime Guarantee, visit [www.peakantifreeze.com](http://www.peakantifreeze.com) or call (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.