



PROLONG SUPER LUBRICANTS TO SHOWCASE ENGINE PRODUCTS AT AUSTRALIAN AUTO AFTERMARKET EXPO

POMONA, Calif. – Prolong® Super Lubricants, a brand of GoldenWest Lubricants, Inc., will exhibit in booth #E2A in the U.S. Pavilion during the Australian Auto Aftermarket Expo (AAAE) May 12-14, 2011 in Melbourne, Australia.

As an internationally sold brand, Prolong offers customers a range of high-quality products that includes automotive lubricants, metal working fluids, EP greases, fuel treatments, rust preventers and other high-performance oils.

“We are excited to bring the Prolong Super Lubricant brand to the Australian marketplace, where customers are very knowledgeable about products that deliver protection and performance,” said Jeff Victer, Director of Sales – Global at Prolong.

Prolong manufactures its line of products to the highest standards using an advanced scientific process known as Anti-Friction Metal Treatment™ (AFMT) – the company’s exclusive technology that chemically bonds to metal surfaces in the engine, generating a protective layer that prevents metal-on-metal grinding. The result is a reduction in the unwanted friction and heat that can damage engines.

Among Prolong’s product offering is their industry-leading Engine Treatment designed to protect gas and diesel engines from damaging friction and heat, restore engine efficiency, optimize fuel economy and protect the engine in the event of oil or coolant loss. The manufacturer also offers Transmission Treatment and its popular Waterless Wash & Shine – an advanced instant detailer that features special lubricating agents to encapsulate dirt, sap, tar and bugs so they can be removed without the need for water, rinsing or drying.

Prolong offers its customers a free Limited Lifetime Product Engine Warranty, which is available for vehicles that are less than 10 years old and have less than 100,000 miles on the odometer.

Prolong Super Lubricants, a brand of GoldenWest Lubricants, Inc., produces a wide range of chemicals and car care products, including engine, fuel and transmission additives; chassis and wheel lubricants; rust, vinyl and leather protectants; and waxes. Its Anti-Friction Metal Treatment™ (AFMT) advanced technology treats and modifies the surface of metal to reduce metal wear, heat and friction. For more information, visit www.prolong.com, or contact Prolong at 1937 Mount Vernon Ave., Pomona, Calif., 91768; phone: 800.540.LUBE (5823); fax: 800.966.LUBE (5823).

#

For more information, contact McCullough Public Relations
at 330.244.9980 or casey@mcculloughpr.com.