

Automotive Trends

New Research Shows Shift in Cooling System Maintenance

(NAPSA)—When it comes to car care, many people are starting to take advantage of easy-to-use, reliable products that save time. If you don't already, you may want to. These products will help you avoid having to sacrifice certain maintenance routines, or cause you to carry them out improperly because you're in a hurry, which in the long run can lead to unnecessary repair bills and frustration.

Prestone Products, which has been manufacturing antifreeze/coolant for 75 years, conducted extensive consumer user studies and found that a clear trend is emerging when it comes to cooling system maintenance. Contrary to popular belief, 73 percent of those interviewed said that they purchase antifreeze/coolant for merely topping off and are not buying the product to flush and fill their vehicles.

"Topping off is a great way to maintain your cooling system in between flush and fills, which are recommended every two years or 24,000 miles (when using conventional antifreeze/coolant), but only if you're doing it properly," comments Richard Courtney, Director of Prestone Products Research & Development and Technical Services. "Did you know that adding too much water causes the cooling system to lose its ability to fight off corrosion and clogging, and too much antifreeze/coolant concentrate causes the cooling system to lose its ability to transfer the necessary amount of heat away from the engine?"

If you didn't, you're not alone. According to Prestone's research, an alarming 37 percent of those who do top off are either pouring straight antifreeze or straight water into their radiator or overflow tank instead of the recommended 50 percent water and 50 percent antifreeze/coolant concentrate mixture.

"Not using the proper blend of these two liquids doesn't end up saving you time or money," continues Courtney, who strongly recommends motorists use a formula made specifically for topping off their cooling system like the all-new Prestone® Quick Fill™ Antifreeze/Coolant. Its ready-to-use formula ensures that the vehicle's cooling system maintains the pre-



When topping off your cooling system, use a pre-mixed antifreeze/coolant formula to help maximize protection against freeze-ups, boilovers, corrosion, clogging and water pump damage.

cise original fill blend—which is recommended by most major auto manufacturers and is necessary for proper cooling system maintenance—50 percent antifreeze concentrate for temperature and corrosion protection, and 50 percent de-mineralized water for vital heat transfer. Besides, maintaining your cooling system helps save money on costly repairs that can result from neglect or improper care. For example, one gallon of Prestone Quick Fill Antifreeze/Coolant costs about \$5. The cost to replace a water pump can be more than \$200 (including parts and labor).

Many radiators in today's vehicles are made of thin, lightweight aluminum. These designs have thinner cooling tubes and pack more cooling fins between the tubes, making it easier to clog if not properly maintained. Topping off regularly with a ready-to-use formula, as well as scheduling a flush and fill every 24,000 miles, will help your cooling system perform at optimum levels and protect against freeze-ups, boilovers, corrosion, clogging and water pump damage.

"Avoid becoming a statistic," says Courtney. "The average American spends 36 hours each year stuck in traffic, up from 11 hours a little over a decade ago, making any vehicle with a neglected cooling system a prime candidate for overheating. Take advantage of products that are designed to help make your car run properly and your life easier."