



BG Products, Inc.

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FOR IMMEDIATE RELEASE

BG PRODUCTS INTRODUCES UNIVERSAL SYNTHETIC FLUID FOR CVTs

WICHITA, Kan.—September 30, 2008—BG Products, Inc., introduces universal fluid for continuously variable transmissions (CVT). BG Universal Synthetic CVT Fluid, Part No. 318, is compatible with all belt-driven models of CVTs.

In contrast to traditional automatic transmissions, the belt and pulley system of a CVT requires a certain amount of friction to function properly. They need fluids with the ability to withstand friction, heat and constant mechanical shearing. Most CVT fluids do not protect as they should, contributing to fluid degradation and depletion of additives, which promotes metallic wear and belt slippage.

BG Universal Synthetic CVT Fluid offers just the right amount of friction to prevent slippage, thus promoting optimum functionality. Formulated to replace fluids in all belt-driven CVTs in use today, it also provides excellent anti-wear protection of internal components and offers outstanding oxidative stability. This state-of-the-art lubricant is designed to provide synthetic shear stability and superior durability to all CVT power systems.

BG Products, Inc., is dedicated to making vehicles last longer and perform better. In partnership with an international network of distributors, BG serves the driving public with innovative products and proven programs of automotive maintenance.

For more information on BG Universal Synthetic CVT Fluid as well as the complete line of BG products, go to bgprod.com/products.

To find your local BG Distributor, go to www.bgprod.com/distloc.

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