



BG Products, Inc.

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FOR IMMEDIATE RELEASE

BG PRODUCTS, INC., OFFERS LIFETIME VEHICLE COVERAGE

WICHITA, Kan. – February 3, 2009 – BG Products, Inc., introduces a customer retention tool to keep your customers for life. The new Lifetime BG Protection Plan offers vehicle coverage for life; meaning it's not limited by miles or years and the coverage transfers with the vehicle.

The Lifetime BG Protection Plan supports a maintenance program for the six major systems: engine, fuel, transmission, driveline, coolant, power steering and brakes. Moreover, if a customer is signed up for BG's previous 150,000-mile Protection Plan, BG will make it retroactive back to 2004 at any dealership or independent shop that promotes BG products.

“Now more than ever service departments understand the need for retention programs that really work. The Lifetime BG Protection Plan is the perfect way to keep customers for life,” says Mike Moen, BG Marketing Director.

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. In a recent national survey, dealerships said they use BG Products as their supplier of fluid maintenance service products and equipment by a margin of nearly 3 to 1 over any other supplier, including OEMs.

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

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