



Product Focus

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Pure Power!

The Lifetime Oil Filter



- CLEANABLE, REUSABLE direct spin-on replacement for the O.E.M. Oil Filter
- 90% improvement in particle removal over paper "throw away" filters
- Provides for longer engine life, extended oil change intervals, cooler operating temperatures, increased power, improved fuel mileage and lower emissions
- No modifications are required, installation of the filter takes less than 5 minutes

Independent testing by Hot Bike Magazine indicated torque gains of 8-10 ft. lb. are achievable by simply using this high-flow oil filter. It works by reducing the drag that paper filter elements place on engines.

Pure Power! filters work best when combined with the best oil money can buy — Pure Power!

PART	DESCRIPTION	MSRP
PW8110BF	High Performance Oil Filter Cooler, '84-Later BT/TC	\$199.95

V-Twin Oil

- Specifically formulated to provide excellent performance in all recommended motorcycles
- Extremely high TBN/Alkaline Reserve (13+) that effectively neutralizes corrosive acids to protect bearings and other vital surfaces
- With Pure Power!, oil change intervals can be lengthened 2-4 times longer
- Lowers operating temps, lowers emissions, increases fuel mileage and increases horsepower
- Fortified with oxidation-corrosion inhibitors, high temperature anti-wear additives and foam inhibitors to prevent engine scuffing and bearing corrosion
- Highly effective detergent-dispersant to keep sulfated ash to a minimum



PART	DESCRIPTION	MSRP
PW10632	Heavy Duty SAE 15W/40 Oil, 12-Pack	\$107.40

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