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PRODUCT FOCUS HOME

Liquid Gold

Oils and lubricants are the life blood of any powersports vehicle. Without regular oil changes and the routine service work done by your expert techs, your customers could come to a screeching halt. Use the best lubes and your customers' bikes will run like the well-oiled machines they are — dump in some third-rate sludge and be prepared for dire consequences! The good stuff will not only give your customers more life out of their engines, but your service department will benefit from the word-of-mouth of happy campers... priceless, as the credit card commercials say. Preach what you practice and spend some time with that do-it-his-self oil changer in to pick up a quart of the cheapest 10W40 he can find — just because he's used the same oil for years doesn't mean his engine isn't begging for some better juice. Not only will you do his bike a favor when you hook him up with the best liquid gold for his buck, he'll appreciate the personal customer service even more than the extra horsepower his newly-oiled machine kicks his way. To make it easier for you, here is a rundown of some of the slickest stuff to hit the market...



7th

Gear

Lubricants

The folks from 7th Gear are offering up perhaps the perfect oil for a boy with multiple toys — this 4-stroke oil for streetbike, dirtbike, snowmobile and PWC applications. A Full Synthetic 10W40 4-stroke oil, it delivers what 7th Gear calls "optimal performance." The JASO MA formulation was designed to be safe with any wet clutch engine design, and the additive package was engineered to reduce shear and absorb acids that occur from combustion. Extra robust antiwear additives greatly minimize engine wear, and at under \$10 a quart or \$35 a gallon, it makes for an excellent alternative to the higher priced oils.

DynaCycle

II

According to Wally Whiting, worldwide distributor for DynaCycle, there's a lot of great lubrication products out there, but if you try DynaCycle II, you won't go back to anything else. "When we sign up dealers, their customers are, at first, skeptical," says Whiting. "But we've noticed that every single DynaCycle II dealer starts out slow and then it snowballs. The reorders always increase." Whiting says DynaCycle II is a combination of synthetic and dino guts that is guaranteed to lower engine temperatures by 20 to 50 degrees in air-cooled V-Twins, which increases oil pressure and reduces friction to increase horsepower.



Drag

Specialties



Drag Specialties offers a fully synthetic oil base that is teamed with a selective additive package to yield exceptional viscosity, stability and lasting anti-oxidation qualities that cannot be derived from conventional base oils. Drag 4 is specifically engineered and produced as a multi-fill lubricant for all Harley-Davidson V-Twin motors, transmissions and primaries. Drag says that Drag 4 offers remarkable film strength and heat protection with long lasting protection against engine wear and an enhanced protection against sludge build-up. Drag 4 also meets all warranty performance criteria for Harley-Davidson engines and does not void new vehicle warranties. The suggested retail price of \$8.50 is pretty slick, too.

Interlube

Get things moving with the Opti-2 "Enviro" formula, Interlube's 2-cycle lubricant is specially formulated for use in all air- and liquid-cooled 2-cycle engines. With its ISO-E-GD+ rating, Opti-2 exceeds all engine manufacturers' rating requirements, and Interlube claims your customers can use the same pre-mix in any 2-cycle powersport or power equipment engine. Interlube also says that Opti-2 is one of the cleanest burning 2-cycle oils on the market, reducing carbon build up and fouled plugs. Customer's will love the fact that the fuel stabilizer blended into Opti-2 helps ensure engines starts even after storage, and as the pitchman's line goes, "but wait, there's more..." Opti-2 Injector Lube is also available for 2-cycle engines with oil injection systems.



Jig-A-Loo

Unlike other general purpose lubricants, Jig-A-Loo contains no oil, grease, wax or detergent and will not stain or drip. Jig-A-Loo is colorless, non-stick, and the company even calls its formula "pleasant smelling." Said to be ideal for metal, most plastics, leather and fabric surfaces. While it won't replace real chain lube, your techs and customers alike should find it handy for freeing stuck bolts and doing the duties of something like WD-40. In addition, Jig-A-Loo is claimed to perform in both hot or cold temperature extremes.

Morris

The lubrication requirements of pre-1970 bikes are quite a bit different than those of modern motorcycles. While the latest lubes with high detergent characteristics are essential in today's engines, they can cause problems in antique engines. High detergent oils can have a scouring effect on engines where carbon deposits have built up over a number of years, so Morris Lubricants offers a specialty range of oils for classic and vintage motorcycles. Morris Elite Engine Oil is formulated with all of the requirements of vintage and classic 4-stroke motorcycle engines in mind, offering a complete selection of low detergent monograde oils in 30-, 40-, 50- and 60-weight.



Maxima

Long noted for their oils a purpose-specific sprays for ATVs. This foam and formula contains no contaminants. Available



ts lines, Maxima is sliding something new into the mix for 2007 — cleaner that is designed specifically for use on motorcycles and cleaner washes out with water, and its highly effective emulsion is yet it is still able to remove heavy filter oils, grease and other spray can, the cleaner retails for \$7.34.

PJ1

Moto customers enjoy

orks find a new friend in PJ1's Pro Cartridge applications for Showa and Kayaba cartridge over a wide temperature range where it doesn't break down, so forks don't fade. In addition to prevent seal swelling or shrinkage, so



sgs.

Redline

Put together a comprehensive lube line with the addition of Redline's Assembly Lube. Redline claims this product provides three times greater film strength than conventional black Molybdenum Disulfide greases, yet will not clog oil filters. Assembly Lube clings to all surfaces and is an excellent rust inhibitor, allowing the



years. A thin film of protection is all that is really required when mating parts, and this really does the trick, according to Redline.

Royal

Whether preparing to hit the streets or storing a bike for winter, taking care of street machines can be a real challenge. Upgrading lubricants is the easiest way to increase a bike's performance and longevity. After gaining a reputation for developing top-of-the-line high-performance synthetic automotive lubricants, Royal Purple has now produced a line of high-performance motorcycle oils. Note: these are not just re-packaged car oils! Royal Purple's engineers have specifically formulated their Max-Cycle motorcycle oil to exceed the demands of both motorcycle engines and transmissions. Check out the whole line of Royal Purple lubricants to keep your customer's bike in top shape year-round.

Purple



Silkolene

Who is still riding 2-strokes? Off-roaders can now blaze a trail with Silkolene's 4T PRO-4 SX ester-based full synthetic 4-stroke racing engine oil. Advanced surface chemistry provides vital protection to pistons, cams and bearings, even during cold start, prior to lubricant flowing. Excellent thermal and shear stability give stay-in-grade performance, and high film strength reduces friction and transmission wear. This synthetic improves clutch feel and reduces wear even with aluminum plates plus it meets or exceeds API-SF and SG standards and is motorcycle 4T JASO-MA certified. Available as either a 10W40 or 15W50, the PRO-4 SX retails at \$13.99 a liter.

Top

K&L Supply now brings more to your service department than top tools with the addition of the Top One oil lineup. Already well-known in overseas markets, Top One is ready to expand U.S. business. Seen here is the SMO8000 Full Synthetic Motor Oil available in 5W-50 and 15W-50 viscosities in liter or four-liter jugs. You can also stock up on Top One SMO7000 Synthetic Blend Motor Oil, Pro Racing 4T Synthetic Blend Motor Oil, Pro Racing 2T Two-Stroke Synthetic Blend, Four-Stroke Petroleum Base Motor Oil and Gear Oil.

One

