

Fluid Rx® *Instant Lubricant Diagnostics*

2009

Dear Associate,

Fluid Rx is pleased to present the technology, products, and programs that will increase your service, lubricant, and chemical sales and has been proven to bolster customer retention and loyalty.

Our UNDERHOOD Fluid Evaluation kit (PN 85128) & All-In-One Diagnostics Kit (PN 75128) answers the questions service writers have been struggling to address and what customers want to know, "What is the condition of the vehicle's fluids and do they need to be serviced?"

Integrate Fluid Rx Instant Lubricant Diagnostics into your PM services presentation and ticket averages will increase significantly as well as customer loyalty and retention.

**1. Expert analysis by every employee every time . . .
No tools or special training needed**

Provides a credible uniform presentation by every employee company-wide, taking subjective interpretation and guesswork out of the equation.

**2. Proof-Positive it's time to change for the customer . . .
Instant Credibility for the service provider**

Shows customers when a fluid needs servicing, giving them confidence in your recommendations.

3. Increase Ticket Averages by every employee asking for the sale every time . . .

Increases fluid services & chemical sales by showing services are needed.

4. Reduce Liabilities & Enhances maintenance records . . .

Provides a permanent record of fluids condition & tracks ageing for next service.

5. Knowledge is Power & Improves Customer Loyalty . . .

Providing fluid diagnostics makes your customer an informed participant in the PM of their vehicle instilling confidence in your recommendations and services.

Overview:

All modern lubricants contain additives that inhibit breakdown. As these additives are depleted, sludge forms. This shortens equipment life and reduces performance causing an overall increase in operating costs.

Fluid Rx is a patented radial planner chromatographic diagnostic tool that provides analysis of a fluid's additive package, its dispersant properties and total sludge or debris content; no tools or special training is needed.

Fluid Rx Diagnostics provides simple and accurate verification that a fluid should be changed in accordance with MAP/AMRA UICS fluid recommendations and California BAR guidelines.

Simply place a drop of the sample fluid or lubricant on the Fluid Rx tester (filter paper) then compare the findings to the Fluid Rx ISO Laboratory analysis chart. In seconds Fluid Rx provides an analysis of crankcase and gear oils; power steering, transmission and brake fluids.

Our All-In-One Antifreeze/ Coolant Diagnostics provides a simple & accurate evaluation of glycol content, and the anticorrosive package of all coolants including ELC and Long-Life formulas.

Tech Support • 619-459-4920 • info@fluidrx.biz

To Order:

West Coast / Fax: 858-536-4187 Tel: 887-FLUID Rx • East Coast / Fax: 973-334-4953 Tel: 973-698-0173

Online: www.Fluidrx.com/Store