

New product helps repel dirt and salt

Prestone's new windshield de-icing fluid goes hi-tech

Another rite of passing from fall to winter is the stocking-up on windshield washer fluid, the saviour of driving sight that clears everything from ice to dirt to road salt, during messy winter driving.

While windshield washer fluid has been around for decades in one form or another (typically with alcohols that protect against washer fluid freezing), these products had limited ability to reduce or eliminate ice in the coldest conditions.

To that end, scientists have experimented with "super" de-icer additives designed to improve protection against freezing down to -50C when added to

washer fluid that protects to -40C in a 2.5L reservoir. Additionally this helps coat windshields to protect against re-freezing. Prestone's new product, De-Icer Concentrate with Dirt Blocker, adds a special ingredient that repels dirt, salt, and other heavy road spray particulates, thereby allowing motorists to see better and replace their windshield washer fluid less frequently.

"Last year, much of Canada enjoyed a fairly mild winter," said Megan Currie, Prestone product manager. "We're telling people to hope for the best, but prepare for the worst. Products like Prestone

Windshield De-Icer with Dirt Blocker can actually make a pretty big difference when the temperature really drops. While always having to squirt fluid to prevent that refreezing, icy glaze seems like a minor annoyance, Prestone Windshield De-Icer coats the windshield to stop that cold. In addition to increased freeze point and refreeze protection, the Dirt Blocker formula imparts repellency to the windshield, reducing the adhesion of the salt, dirt, and road grime associated with winter driving."

For really stubborn, thick ice, Prestone also makes a de-icer product in an aerosol

can with a built in ice scraper. "It's a great alternative to early morning scraping for seasonal frost, and in the dead of winter, a great product to have in the trunk to help clear your windshield after an ice storm", said Megan Currie, Prestone product manager.

These products are available at Canadian Tire and Loblaws Company of stores.

Information on how to prep your vehicle for winter is available online at www.Prestone.com.

—News Canada



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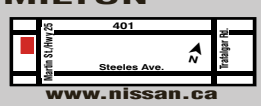
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