



NEWS RELEASE
For Immediate Release

For More Information, Contact:
Lynn Konsbruck
(312) 768-7362
lkonsbruck@maxmarketing.com

The Original Import Parts Brand Now Offers Genuine OE Fluids for Asian Imports

Smyrna, Tenn., May 24, 2011 – Beck/Arnley® announces it has developed a comprehensive line of high quality OE fluids that are specifically designed for Asian vehicles, including Hyundai, Kia, Mazda, Toyota, Lexus, Scion, Subaru, Nissan, Infiniti, Acura and Honda.

“Our new, innovative line of Beck/Arnley OE fluids for Asian vehicles is formulated using the same technology that OEMs use, so they are a great alternative to what the dealer supplies,” said Paul Farwick, vice president of sales for Beck/Arnley. “With nearly 100 years of experience in providing premium OE match import parts to service technicians, we know what our customers want and we always deliver premium OE quality products that perform consistently. Why use the dealer when you could use Beck/Arnley?”

Beck/Arnley’s advanced line of OE fluids includes:

- **Premium OE Automatic Transmission Fluid**
A superior quality formulation of high-performance, base oils and carefully selected additives, Beck/Arnley’s automatic transmission fluid is chemically balanced to help protect seals and “O” rings, provide corrosion, rust and wear protection and give oxidation resistance for prolonged life.
- **Premium OE Fully Synthetic Motor Oil**
Designed to maximize performance and extend engine life, Beck/Arnley’s synthetic motor oil provides outstanding high temperature protection and reduced engine wear. It’s a unique, all-season oil blended specifically for Asian OE ultra fuel efficient vehicles.
- **Premium OE Power Steering Fluid for Honda/Acura Applications**
Formulated to help noise reduction and improve power steering performance, Beck/Arnley’s power steering fluid provides increased corrosion protection from oxidation.
- **Premium OE Antifreeze/Coolant**
Manufactured with the highest quality materials that won’t damage coolant systems, Beck/Arnley’s antifreeze/coolant provides superior corrosion and rust protection. This formulation contains no amines or borates and is free of silicates that may harm water pump seals and cause gel formation that can clog the radiator. It utilizes Phosphated Organic Acid Technology, also known as Hybrid Organic Acid Technology (HOAT).

Visit the Beck/Arnley website at www.beckarnley.com for more information on the new line of OE fluids for Asian vehicles. To place an order, call 1-888-464-2325.

About Beck/Arnley:

Beck/Arnley is exclusively dedicated to supporting its distribution partners who service the foreign nameplate repair and maintenance market. Beck/Arnley supplies wholesale distributors, who sell to jobbers, and retailers. Founded in 1914, Beck/Arnley’s broad product offering for the aftermarket is organized into six modules: Brake & Chassis, Electrical, Clutch & Driveline, Engine Management, Engine Parts & Filtration, and Cooling Systems.

Headquartered near Nashville, Tenn., Beck/Arnley researches, sources and delivers parts to resellers through its Master Distribution Center in Smyrna, Tenn. and strategically located satellite distribution centers across North America. Additional information is available at www.beckarnley.com.

#