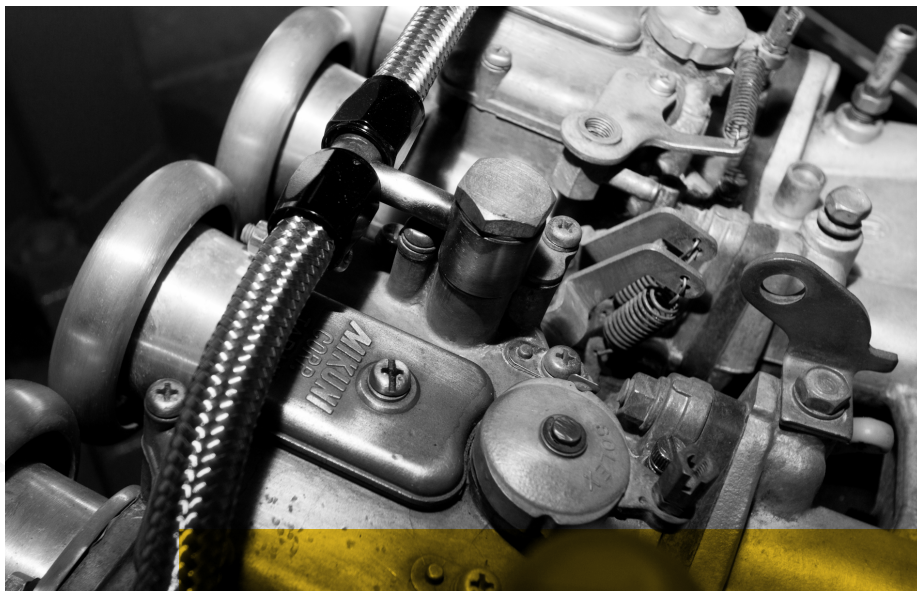


2015
COLLECTION

POWERUP

THE BRAND

Power Up is a particularly attractive choice for professionals and final customers. We offer competitively priced products that meet the highest quality standards and incorporate the latest technological innovations. It is this combination that gives the brand a unique competitive edge, and which provides our clients with the opportunity to compete in all segments of the market, including with well-established premium brands. We are confident that our position in the lubricants market will be further enhanced in the coming years.



CUSTOMER'S NEEDS

Based on the latest in technology and regulations, we have created advanced lubricant solutions and a segmented range that responds exactly to the market requirements of today, and of the future. Our customers are assured to find specifically tailored products for their application, meeting all the specifications of the Original Equipment Manufacturer. As a leading lubricants manufacturer, we are committed to addressing the environmental challenges of the future, and to play our role in the drive for greener, cleaner engineering, industry and transportation. For people who demand the very best for their vehicles, Power Up brings pioneering, competitively priced lubricants which brings engines to life and give them the vital energy to optimize their performance and prolong their endurance.



THE MARKET

The lubricant industry today Lubricants are vital for sustaining the life of engines and vehicles, and supporting our transport, industrial activities and lives. The products must be selected with great care, if they are to enhance the performance and prolong the life of the vehicle. We believe the market will continue to evolve towards top-tier products. Emissions, durability and fuel economy are driving demand for higher value engine oils with lower viscosity grades, formulated with superior quality base oils and new, innovative additive chemistry.

As oil changes are carried out on cars equipped with the latest engine technology and modern after-treatment systems, it will be essential to ensure that the right engine oil is selected, in order to protect the engine and maintain the emissions compliance of the vehicle.

THE MANAGEMENT

Advance Lube Enterprise Sdn Bhd is a trading company which took over the whole trading and marketing operation of Lubrimax (M) Sdn Bhd. Lubrimax (M) Sdn Bhd only concentrate on manufacturing. The experiences of Lubrimax (M) Sdn Bhd in the manufacturing of lubricants stretches since its establishment in 1994. At present, it is specializing on the manufacturing and blending of specialty lubricants, normal lubricants as well as chemical for automotive industries. Our customers consist of mostly wholesalers, importers & exporters. We also export to Thailand, China, Indonesia, Singapore & Dubai.





MUSCLE TECH 5W30



POWERUP SEMI-SYNTHETIC 5W-30 SN/CJ-4 MAS is a premium quality Engine Oil with MAS Formula. MAS penetrate into micro-pores to form a tough low friction shield that is able to withstand friction 4 to 5 times more than other premium engine oils in the market. Recommended for newer engines and vehicles that do not always travel outstations. Superb for lower CC engines such as Kancil, Myvi, Atos, etc.



MUSCLE TECH 5W40



POWERUP SEMI-SYNTHETIC 5W-40 SN/CJ-4 MAS is a premium quality Engine Oil with MAS Formula. MAS penetrate into micro-pores to form a tough low friction shield that is able to withstand friction 4 to 5 times more than other premium engine oils in the market. Recommended for newer engines and vehicles that do not always travel outstations. Superb for lower CC engines such as Kancil, Myvi, Atos, etc.



MUSCLE TECH 5W50



POWERUP FULLY SYNTHETIC 5W-50 SN/CF-4 is the premium Fully Synthetic engine oil. Manufactured to meet requirements of almost all modern multi valves with or without turbochargers. This engine oil is specially formulated to withstand 4 to 5 times more pressure and heat than normal engine oil. As such, It provides excellent reduction in consumption of engine oil by maintaining its viscosity at high temperature. Its advanced additive system ensure excellent control over wear due to friction, soot Induced wear, high temperature deposits, corrosion, foaming and oxidation stability.



MUSCLE TECH 10W30



POWERUP SEMI-SYNTHETIC 10W-30 SN/CJ-4 MAS is a premium quality Engine Oil with MAS Formula. MAS penetrate into micro-pores to form a tough low friction shield that is able to withstand friction 4 to 5 times more than other premium engine oils in the market. Recommended for newer engines and vehicles that do not always travel outstations. Superb for lower CC engines such as Kancil, Myvi, Atos, etc.



MUSCLE TECH 10W50



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MUSCLE TECH 10W40



POWERUP SEMI-SYNTHETIC 10W-40 SN/CJ-4 MAS is a premium quality Engine Oil with MAS Formula. MAS penetrate into micro-pores to form a tough low friction shield that is able to withstand friction 4 to 5 times more than other premium engine oils in the market. Recommended for newer engines and vehicles that do not always travel outstations. Superb for lower CC engines such as Kancil, Myvi, Atos, etc.



GUARD TECH 5W30



POWERUP FULLY SYNTHETIC 5W-30 SN/CF-4 is the premium Fully Synthetic engine oil. Manufactured to meet requirements of almost all modern multi valves with or without turbochargers. As such, It provides excellent reduction in consumption of engine oil by maintaining its viscosity at high temperature. Its advanced additive system ensure excellent control over wear due to friction, soot Induced wear, high temperature deposits, corrosion, foaming and oxidation stability.



GUARD TECH 10W40



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GUARD TECH 5W50



POWERUP FULLY SYNTHETIC 5W-50 SN/CF-4 is the premium Fully Synthetic engine oil. Manufactured to meet requirements of almost all modern multi valves with or without turbochargers. As such, It provides excellent reduction in consumption of engine oil by maintaining its viscosity at high temperature. Its advanced additive system ensure excellent control over wear due to friction, soot Induced wear, high temperature deposits, corrosion, foaming and oxidation stability.



GUARD TECH 15W40



POWERUP FULLY SYNTHETIC 15W-40 SN/CF-4 is the premium Fully Synthetic engine oil. Manufactured to meet requirements of almost all modern multi valves with or without turbochargers. As such, It provides excellent reduction in consumption of engine oil by maintaining its viscosity at high temperature. Its advanced additive system ensure excellent control over wear due to friction, soot Induced wear, high temperature deposits, corrosion, foaming and oxidation stability.



GUARD TECH 5W30



POWERUP FULLY SYNTHETIC 5W-30 SN/CF-4 is the premium Fully Synthetic engine oil. Manufactured to meet requirements of almost all modern multi valves with or without turbochargers. As such, It provides excellent reduction in consumption of engine oil by maintaining its viscosity at high temperature. Its advanced additive system ensure excellent control over wear due to friction, soot Induced wear, high temperature deposits, corrosion, foaming and oxidation stability.



ECO TECH SAE40



Eco Tech Mono Grade SAE 40 mineral engine oil and it is formulated for multi purpose usage & economical lubrication for petrol & diesel engines. It is designed for vehicles that does not have high demand for superb performance. It is suitable for owners whom services their vehicle often or older vehicles which have a tendency of draining unnecessary engine oil.



ECO TECH 15W40



POWER UP 15W40 SL/CF engine oil is a premium quality product that is suitable for both gasoline, gasohol and diesel powered engines. It contains highly effective dispersant inhibitor that controls sludge and other contaminants generated during common urban stop-and-go or short trip driving conditions. Only highly stable Viscosity Index Improver is used in the formulation of this engine oil to provide consistent viscosity at high temperature, as it has the benefit of high shear stability.



ECO TECH 10W30



POWER UP 10W30 SL/CF engine oil is a premium quality product that is suitable for both gasoline, gasohol and diesel powered engines. It contains highly effective dispersant inhibitor that controls sludge and other contaminants generated during common urban stop-and-go or short trip driving conditions. Only highly stable Viscosity Index Improver is used in the formulation of this engine oil to provide consistent viscosity at high temperature, as it has the benefit of high shear stability.



ECO TECH 20W50



POWER UP 20W50 SG/CE engine oil is a premium quality product that is suitable for both gasoline, gasohol and diesel powered engines. It contains highly effective dispersant inhibitor that controls sludge and other contaminants generated during common urban stop-and-go or short trip driving conditions. Only highly stable Viscosity Index Improver is used in the formulation of this engine oil to provide consistent viscosity at high temperature, as it has the benefit of high shear stability.



4T 20W50 SM/CF4 SYNTHETIC

Power Up 4T 20W-50 SM/CF4 is a SPECIALLY formulated premium engine oil with MAS formula (Metal Treatment, Additives & Synthetic). The unique Metal Treatment in this MAS formulation penetrates into micro-pores to form a tough low friction shield which is able to withstand friction 4 to 5 times more than almost all the premium engine oil in the market. It is specially formulated for use in motorcycle gasoline (petrol) engines i.e. 4-stroke & 2-stroke engines.



4T 10W-40 SM/CF4 SYNTHETIC

Power Up 4T 10W-40 SM/CF4 SYNTHETIC FRICTION ELIMINATOR is a SPECIALLY formulated premium engine oil with MAS formula. The unique Metal Treatment in this MAS formulation penetrates into micro-pores to form a tough low friction shield which is able to withstand friction 4 to 5 times more than almost all the premium engine oil in the market. It is specially formulated for use in motorcycle gasoline (petrol) engines i.e. 4-stroke & 2-stroke engines.



MUSCLE TECH 15W40

Power Up 4T 15W-40 SM/CF4 FRICTION ELIMINATOR is a SPECIALLY formulated premium engine oil with MAS formula. The unique Metal Treatment in this MAS formulation penetrates into micro-pores to form a tough low friction shield which is able to withstand friction 4 to 5 times more than almost all the premium engine oil in the market. It is specially formulated for use in motorcycle gasoline (petrol) engines i.e. 4-stroke & 2-stroke engines.



ECO TECH SAE 40 4T

Eco Tech Mono Grade 4T SAE 40 SC mineral engine oil and it is formulated for multi purpose usage & economical lubrication for petrol & diesel engines. It is designed for vehicles that does not have high demand for superb performance. It is suitable for owners whom services their vehicle often or older vehicles which have a tendency of draining unnecessary engine oil.



ECO TECH 2T TA

Power Up 2T TA consists of small amount of additives, solvent and high quality mineral base oil. It is specially formulated for use in 2-stroke motorcycle gasoline (petrol) engine.



ENGINE TREATMENT

POWER UP ENGINE TREATMENT is an outstanding metal treatment for engine components that treats the surface of the metal to form a tough low friction shield. The tough low friction shield is able to withstand 4 to 5 times more load, pressure and friction as compared to conventional or normal engine oil, oil treatment and other form of engine treatments. It starts to provide lubrications where engine oil leaves off, by conditioning and penetrating the metal of your engine, not the oil.



DIESEL FUEL TREATMENT

Fuel System Cleaner An outstanding Detox Step 2 for continuous protection & cleansing of fuel injector nozzles, fuel pumps, fuel tanks and fuel lines from clogging. Designed to increase power, better fuel mileage and also lower exhaust emissions through a more complete combustion. Formulated for diesel engines, to dissolve water, and totally neutralizes the harmful effects of high sulfur diesel fuel.



ENGINE FLUSH

POWER UP ENGINE FLUSH cleanses important or critical engine components from harmful deposits and contaminants which prevents oil flow. It cleans the crankcase cylinder walls, pistons and piston rings, oil pumps, bearings, valves, con-rods for maximum efficiency, protection and performance.



COOLANT (GREEN)

POWER UP RADIATOR COOLANT is a mix of anti-freeze, anti-rust, corrosion inhibitor, anti-scaling, anti-cavitations & water. It is designed to protect your vehicle radiator and cooling system all year round. Most of all, It helps to avoid engine overheating. It has additives that are intended to protect your cooling system by preventing corrosion, rust, cavitations, scaling as well as providing lubrication and increasing cooling efficiency.



COOLANT (RED)

FAST POWER RADIATOR COOLANT is a mix of anti-freeze, anti-rust, corrosion inhibitor, anti-scaling, anti-cavitations & water. It is designed to protect your vehicle radiator and cooling system all year round. Most of all, It helps to avoid engine overheating. It has additives that are intended to protect your cooling system by preventing corrosion, rust, cavitations, scaling as well as providing lubrication and increasing cooling efficiency.



OIL TREATMENT

POWER UP OIL TREATMENT is specially formulated in USA to help in protection against wear due to metal to metal friction. It provides a cushioning effect between moving engine parts. Highly recommended for NEWER vehicles. It is suitable for the usage in both gasoline and diesel engines.



ENGINE TREATMENT MOTORCYCLE

POWER UP ENGINE TREATMENT is a special protective treatment for the prevention of wear on engine components. It prevents wear by forming a tough low friction film on engine surface. The tough low friction film is able to withstand 4 to 5 times more load, pressure and friction as compared to conventional or normal engine oil, oil treatment and other form of engine treatments. It protects engine components even before engine start-up.



UNIVERSAL POWER STEERING FLUID

POWER UP POWER STEERING FLUID is formulated with high quality base stock to address the unique lubricating requirement of BTR 4 Speed auto transmission models 85 & 95 & power steering systems. Suitable for use in all General Motors & Ford vehicles, except those specify Type F fluid. The BTR engineering auto-transmission are easily found in Ford passenger car models & other car models which use BTR 4 speed auto transmission. It is highly recommended for vehicles subjected to wide temperature variation ranging from - 30 oC to 100 oC.



RADIATOR COOLANT

POWER UP RADIATOR COOLANT meets the requirements of specifications A-A-52624A. It is a radiator coolant that is based on ethylene glycol. It is a mix of anti-freeze, anti-rust, corrosion inhibitor, anti-scaling, anti-cavitation & water. It is designed to protect your vehicle radiator and cooling system all year round. Most of all, it helps to avoid engine & radiator overheating. It has additives that are intended to protect your radiator, engine & cooling system by preventing corrosion, rust, cavitations, scaling as well as providing lubrication and increasing cooling efficiency.



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INJECTOR CLEANER

POWER UP FUEL INJECTOR CLEANER is formulated with Mineral hydrocarbon B, Alcohol XComplex and Synthetic Hydrocarbon to clean carburetor and fuel injection system. It also restores smooth idling and prevents stalling by dissolving harmful injector and fuel system deposits. It improves gas mileage by keeping carburetor intakes valves and manifolds clean. It will fight rust and corrosion in gas tank and fuel lines. It dissolves carbon, sludge, wax, sediments & water from the fuel system such as injector nozzles, fuel pumps, fuel lines, fuel tanks & throttle body when it is applied as recommended. It helps to clean injector nozzles & combustion chamber.



ENGINE METAL TREATMENT

POWER UP ENGINE METAL TREATMENT is a special protective treatment for the prevention of wear on engine components. It prevents wear by forming a tough low friction film on engine surface. The tough low friction film is able to withstand 4 to 5 times more load, pressure and friction as compared to conventional or normal engine oil, oil treatment and other form of engine treatments. It protects engine components even before engine start-up. It penetrates into micro-pores of the metal surface of the engine and smoothing the microscopic irregularities, cracks and points of uneven wear on the surface of bearings, pushrods, lifters, the crank and cam shafts.

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