

Reduce emissions and get more out of your diesel with...

# COUNTDown

The Complete Diesel Fuel Treatment

In regular use for over 7 years with major retailers, transport fleets, county councils and a number of "blue light" services, COUNTDown is available to individual motorists in two easy to use packs...

- ★ Reduces Particulate Emissions
- ★ Protects Pumps and Injectors
- ★ Improves Fuel Consumption



The COUNTDown Carrier with 50 "one shot" per fill bottles.

**£72.50**  
plus £750 p&p

Call us now on (lo-call)  
**0845 600 3572**  
to order and join the  
1000's of satisfied  
users reducing emissions  
and getting more out of  
their diesel.



**£69.50**  
plus £750 p&p

The COUNTDown 3-pack for larger users. (3 x 1 litre bottles. Each treats 2000 litres of diesel)

**FREE Window & Fuel Cap Sticker**  
**PLUS £5 money-off voucher sent with every order!**



Highspeed Lubricants Ltd, Riverside, Newbridge Industrial Estate, Pitt Street, Keighley, BD21 4PQ

Get all the facts on COUNTDown at [www.highspeed.co.uk](http://www.highspeed.co.uk) !

advertorial

## COUNTDown

The Complete Diesel Fuel Treatment

**A single fuel treatment that reduces particulate emissions by up to 90%, reduces engine wear and improves fuel consumption has to be worth looking at.....**

COUNTDown, The Complete Diesel Fuel Treatment as the makers, Highspeed Lubricants call it, has earned such a good reputation from fleet users over the last eight years that it is now being made available to individual motorists.

A complex blend of several petrochemical components, COUNTDown is designed to have a beneficial effect on the combustion process within a diesel engine, with the primary objective of reducing harmful exhaust emissions. It works in two ways; firstly it acts as a cleaning agent on the finely engineered parts of the fuel system, and secondly by influencing the combustion process itself giving a more complete and sustained burn.

COUNTDown is safe for use in all types of diesel fuel in standard or turbocharged engines, with or without catalysts and/or particulate traps. COUNTDown meets all relevant ACEA Fuel Charter standards and its use, therefore, does not compromise warranties

Many claim that they have seen significant benefits from regular use of COUNTDown; Leading high street retailer and regular COUNTDown user Wilkinson takes its environmental



Particulate testing at Wilkinsons

responsibilities seriously, especially when it comes to its transport fleet. With well over 100 lorries on the road serving the home and garden retailer's 200 plus stores in England and Wales, vehicle safety and pollution control are vital. COUNTDown is used to maintain very low particulate emissions.

Following an extensive 3-month fuel economy trial, it was clearly established that the regular use of COUNTDown throughout the fleet benefits fuel economy and is exceptionally cost effective.

Martin Hall, Group Fleet Manager for the British Trust for



Conservation Volunteers operating over 325 vehicles and regular COUNTDown user since its introduction, said in a memo. to all staff regarding use of COUNTDown: "The savings from the improvement in fuel consumption usually exceed the cost of treatment, allowing us to drive in a more environmentally

sensitive way without it costing us a penny".

Smaller users are just as enthusiastic. Steve Taylor from Portsmouth who drives a high mileage Renault Scenic is thrilled with COUNTDown. He has seen a 53% improvement on his MOT exhaust test in the year he has been using COUNTDown and sent in his test certificates to prove it! "My emissions are very low and the vehicle is performing really well. Yes, COUNTDown does the job!" he says.

Regular COUNTDown user Mr Rowlandson of Preston runs two HGV's and 3 private vehicles and all on COUNTDown treated diesel fuel. He says he sees the benefits as being good economy, low emissions and extended component life. "It's good for the environment and good for my pocket!" he comments.

COUNTDown is available now to readers of What Car? in the special COUNTDown Carrier (see advertisement opposite) Highspeed Lubricants Ltd. [www.highspeed.co.uk](http://www.highspeed.co.uk)