

FOR IMMEDIATE RELEASE

## **CAM2 International, LLC Launches CAM2 Blue Blood Racing Motor Oils and Gear Oil**

EVERGREEN, Colo., July 8, 2009 -- CAM2 International, LLC announces the launch of their Blue Blood Racing Motor Oils and Gear Oil, specifically engineered for racing engines to provide maximum horsepower and wear protection. In the world of racing, technological advances have resulted in racers seeking the edge required to win in today's competitive world. These engines require a lubricant that can withstand extreme load conditions, such as CAM2's (<http://www.CAM2Racing.com>) Blue Blood product line.

CAM2's racing heritage dates back to 1966. Its award-winning 20W-50 formula was developed as a three-way venture among Sunoco, General Motors and Penske racing. Using CAM2 racing motor oils, race teams competed and won in Trans Am, Can Am, CART Championship (Indy Cars) and NASCAR. Penske Racing, using CAM2 oils, won three times at Indy with racing legends Rick Mears and Bobby Unser.

Bill Strock, Director of Motorsports at CAM2 said, "We have continued that winning streak by delivering even greater levels of performance with the launch of our Blue Blood Racing Motor Oils. Featuring the highest quality base stocks and advanced additive technology, these oils are formulated to provide the highest levels of protection for today's racing engines."

CAM2 Blue Blood Racing Motor Oils deliver:

- High zinc levels for superior anti-wear protection
- Top-of-the-line shear stable VI improvers, for stay-in-grade performance
- Improved oxidation stability in high-performance engines
- Maximum horsepower production

CAM2 Blue Blood Racing Motor Oils are available in three multi-viscosity grades and SAE 70. The 0W-30 is a full synthetic formulation that is particularly ideal for use in qualifying runs. The 10W-30 and 20W-50 are formulated with synthetic base oil to create an ideal balance of increased horsepower and viscosity protection. The "Nitro" SAE 70 is specifically formulated for gas-, alcohol- and nitro/methane-fueled racing engines that experience extreme-load and high-temperature conditions. CAM2 Blue Blood "Nitro" SAE 70 prevents viscosity failure by ensuring maximum protection and performance. The high viscosity of the oil counteracts fuel dilution caused by excessive dumping of fuel "blow by" into the racing oil while maintaining critical protection.

CAM2 SYNAVEX 75W-90 Blue Blood Racing Formulation is an extreme pressure gear lubricant. This formulation contains additional anti-wear additives, extreme pressure additives, and friction modifiers to deliver superior performance in racers differentials.

Single cases of CAM2 Blue Blood Racing Oils can be purchased directly from a local CAM2 Distributor or from [www.CAM2Racing.com](http://www.CAM2Racing.com).

## **About CAM2**

CAM2 motor oil was introduced in 1975 by the Sun Refining and Marketing Co. as a "do-it-yourself" motor oil. The CAM2 brand was eventually purchased by a group of motor oil distributors and became the CAM2 Oil Products Co., with headquarters in Denver, and marketing offices in Philadelphia. In 2007, CAM2 Oil Products Co. merged with International Petroleum of Hammond, IN forming CAM2 International, LLC. CAM2 was the first multi-viscosity motor oil to be sanctioned by the United States Auto Club (USAC) for championship racing and the first to win the Indy 500. CAM2's Super Pro Plus line of motor oils meets and exceeds all the requirements of all major car manufacturers. CAM2 Motor Super Pro Plus Oils are licensed by the American Petroleum Institute (API) and the International Lubricant Standardization and Approval Committee (ILSAC). Products include power steering fluid, greases, heavy duty diesel engine oils, industrial lubricants and gear oils.

CAM2 Blue Blood Decal:

CAM2 Blue Blood Product Brochures:

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