

# MARKET LEADING ADDITIVES FROM THE EXPERTS BEHIND 'START YA BASTARD' HIT UK SHORES

Submitted by: 10 Yetis PR and Marketing  
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The company behind the most controversial but effective consumer product in recent memory, Start Ya Bastard, has announced the launch of their market-leading Additives range to the UK, hoping to take the British motoring scene by storm.

Following the hugely successful launch and widespread approval of engine starter product, Start Ya Bastard, Australia's leading motor products company can today officially announce that their market-leading additives range is now available in the UK.

The additives range from fuel system cleaners and octane boosters to engine treatments and cooling systems treatments, all detailed on [www.Nulon-UK.com](http://www.Nulon-UK.com), where visitors can highlight components of a virtual car, learning what Nulon offers to improve vehicle performance and function in that particular system.

The additives range hit UK shores just days ago, but stockists are already clambering for supply of the Nulon Additives, in part due to the huge success of Start Ya Bastard engine starter, which gained nationwide acclaim from members of the public and trade alike.

The range includes:

- Nulon Performance Engine Treatment (E20) – in Australia in 1983, a car treated with E20 travelled over 1000km in a controlled experiment without oil in the sump, proving the anti-wear protection and lubricating qualities of Nulon's flagship additive (please contact for further details)
- Nulon Pro Strength Octane Booster – Specifically formulated to increase the octane rating of petrol by up to 7 Ron, thereby maximising horsepower
- Nulon Total Fuel System Cleaner - contains the world's leading technology in its fuel system cleaning performance. It cleans the entire fuel system in just one tank of fuel, decreasing fuel consumption, restoring smooth, efficient running

William Findlay, UK CEO of Nulon-UK had the following to say,

"After the fantastic and humbling reception Start Ya Bastard received when we launched it in the UK at the beginning of the year, we are very excited to announce our Australian market-leading additives range which we hope and believe people will take to in much the same way.

"We understand that these products are much more specialised than our controversial engine starter, but are proud of the fact that our additives are proven to deliver to the highest standard to improve the function, efficiency and performance of vehicles, from cars to commercial vehicles and motor bikes. One of our key messages as a company is that through using our additives to regularly self-serve your vehicle, you can negate significant costs on mechanical repairs and save money on running costs.

"In short, we like to think of additives like brushing your teeth. A simple three minute self-treatment

could save you a lot of money and pain at the hands of professionals, especially in this economic climate.”

NB: For any samples, personal or for review/giveaway, please feel free to get in touch, we'd be more than happy to facilitate this.

LINKS – [www.nulon-uk.com](http://www.nulon-uk.com) and [www.startyabastard.com](http://www.startyabastard.com)

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For further information, or to arrange an interview with William Findlay, CEO of Nulon UK, please contact Rich Leigh, 10 Yetis Public Relations (<http://www.10yetis.co.uk>) Agency on 01452 348 211, [rich@10yetis.co.uk](mailto:rich@10yetis.co.uk) or on Twitter @RichLeighSmith

EDITORS NOTES

Nulon have been gratefully featured on BBC TV and radio, ITV, in Max Power, Fast Car, the front page of The Daily Express, The Metro, The Daily Telegraph, The Daily Mail, Auto Express and many more online and offline media outlets.

Nulon was born in Australia, and has since become the leading and most trusted motor additives company Down Under. The company's success has enabled the brand to launch in the UK, making a huge initial splash within the media with its controversial engine starter 'Start Ya Bastard'.

Nulon Ltd is a family owned business based in Sydney, Australia

Nulon have over 70 high performance vehicle products on the market to both trade and retail consumers