



FOR IMMEDIATE WEB AND PRINT RELEASE

**PRONTO BECOMES MAJOR DISTRIBUTOR
OF FLUID Rx DIAGNOSTICS™**

Fluid Rx Diagnostics™ by Magna-Guard announced it has reached a strategic distribution alliance with National Pronto Association to distribute a co-branded “Instant Lubricant Diagnostics” fluid test and analysis program. Pronto will offer an exclusive 10-spot Vital Fluid Analysis kit to over 75,000 installers and service facilities in the United States, Canada, Mexico and Puerto Rico.

“This is a very exciting step forward for Fluid Rx Diagnostics,” said Magna-Guard, Inc. CEO, Ron McElroy. “Pronto has been a major leader in supplying quality components to the automotive service industry for decades. We are honored to join the other leading brands that Pronto distributes in North America and Mexico. The ‘Instant Lubricant Diagnostics’ kit we have developed for Pronto utilizes Fluid Rx Diagnostics’ latest chromatographic technology. Our easy-to-use process leaves no doubt when fluid preventative maintenance services are required by educating and showing both the technician and customer the true condition of automotive fluids. And, this is accomplished in a matter of minutes,” McElroy added.

“With the introduction of a multitude of manufacturer-specific lubricants as well as those from the aftermarket, the complexity of fluid preventative maintenance has significantly changed in recent years,” said Robert Roos, Pronto’s Vice President of Sales and Marketing. “We have always been in tune with the importance of proper service maintenance, repair profits and the importance of offering products and programs that help our members build trusted relationships with their customers. Instant Lubricant Diagnostics technology will add a new level of confidence to service and maintenance facility operators as well as create a method to improve profits by being able to prove when fluids service should be recommended,” Roos concluded.

All modern lubricants contain additives that inhibit breakdown. When these additives become depleted, the fluid degrades and can no longer perform its intended function. Fluid Rx Diagnostics™ measures additive depletion and the level of sludge or debris in fluids or oil. The ISO (International Standards Organization) Diagnostics Charts show how specific fluids appear at various points of depletion on their unique Test Sheet, “GOOD” – “CHANGE” – “OVERDUE”.

Fluid Rx Instant Lubricant Diagnostics™ follows all Motorist Assurance Program (MAP) Standards and California BAR guidelines when making fluid service recommendations. The test results show the actual condition of a vehicle’s vital fluids including brake, power steering, transmission fluids; differential, transfer case and crankcase oils.

Fluid Rx Instant Lubricant Diagnostics™ provides both the technician and customer with the information needed to make an informed decision on why and when fluid services are required. Showing the test results to your customer puts them in the driver’s seat bolstering customer loyalty and retention. For more information on the Fluid Rx Instant Lubricant Diagnostics™ program by Magna-Guard, Inc. contact:

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