



CONSUMER PRESS RELEASE

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Diesel Motorists Can Avoid Costly Repairs Thanks To Redex

Redex, the UK's market leader in fuel additives has launched a brand new product to save diesel drivers money, which works in only ten minutes.

Diesel cars manufactured since 2009 have Diesel Particulate Filters (DPFs) added to reduce emissions but these can become blocked, resulting in costly calls to the breakdown services or repairs.

Frequent short journeys, adding the wrong oil, or a low fuel level can all contribute to a blocked DPF resulting in the need for a replacement, which can cost up to £1,000.

However, Redex DPF Cleaner works by cleaning and reactivating the filter meaning no visit to the garage and a costly repair.

Redex DPF is up to 30%* more efficient than other products on the market. Continued regular use can also help to prevent the problem from returning.

Just one bottle of the fast-acting, easy to use formula puts out the dashboard warning light, preventing the car from entering safe mode.

Rebecca Martin, of Redex, said: "Our 100 year heritage and unrivalled industry knowledge means we are constantly innovating to make life easier for motorists. The new DPF Cleaner saves drivers money and keeps motorists driving."

Redex DPF is available in Asda and Tesco with an RRSP of £9.99.

For more information, please visit <http://www.holtsauto.com/redex/>. Alternatively, connect with us on [facebook.com/RedexUK](https://www.facebook.com/RedexUK) or Twitter [@RedexAdditives](https://twitter.com/RedexAdditives).

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Notes to editors:

Redex has been keeping customers driving since 1922 and has a colourful and fascinating history. Not least that Redex was added to the fuel of World War 2 planes to keep them flying for longer. These planes were marked with a characteristic Red X to give pilots extra confidence before flying. A shot of Redex was also given at petrol stations as a quick and easy addition to the fuel tank to improve engine performance.

Over the years, Redex has remained at the forefront of engine technology and has also responded innovatively to today's need for more convenient packaging. Regular use saves fuel, reduces emissions and improves the life of engines and professionals can rest assured that Redex will effectively clean fuel systems and keep everyone driving.