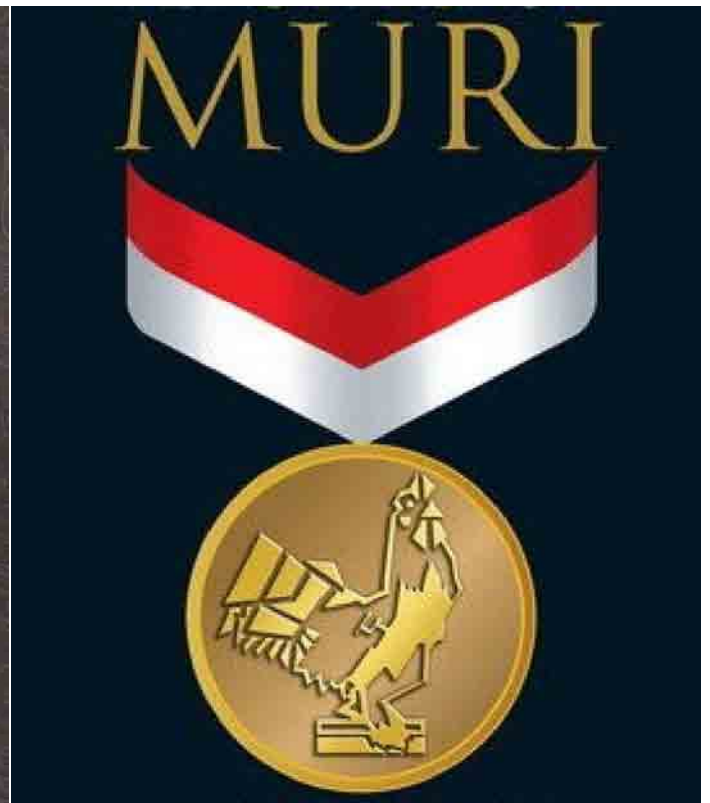# Lupromax Sets World Record in MURI (Indonesia World Records Museum)



The Indonesia World Records Museum or MURI, its Indonesian acronym, is a unique museum founded by Jaya Suprana as a means of inspiring young Indonesians to excellence in their field of endeavor. Unlike the Guiness Book of World Records, the MURI Museum, recognizes only those in Indonesia who have attained World Record achievement in their field of expertise.

Since its beginning in 1990, the museum has given the MURI Award to the superlative of achievement in Indonesia s biggest, best, rarest and most unusual. In its 23 years of existence, MURI has honored more than 5,000 who have showed the world that the best can be found in Indonesia.

Magna's Lupromax distributor for Indonesia, Ruby Wijaja received the prestigious MURI Award for his test performance of Lupromax- EA oil additive in April 2012. The award was given in the category for Motor Cars and Motorcycles. The award itself is for the "Longest Run Without Lubricant" lasting more than 8 hours.

The test was arranged to take place on April 29, 2012 at Tangerang for the purpose of demonstrating to the automotive community that Lupromax has superb lubrication properties and to validate the functionality of "HAT" **(Heat Activated Technology)**. We also wanted to prove publicly, the quality of Lupromax products through setting the MURI world record for "Running cars and motorcycles without oil." The recognition gained through this grueling test of machinery and technological advancements in lubricant research would awaken the public to alternative solutions regarding lubricant enhancement products and prove to the world that Lupromax-EA is the best on the market.

The method of the test was to add Lupromax-EA to the engine oil of an automobile and a motorcycle. After it was thoroughly mixed in each vehicle by running its engine, the oil was then completely drained from the engines. The vehicles were then driven round Bumi Serpong Damai(BSD) Square in Tangerang to see how long they could go until their engines seized from lack of sufficient lubricant.

This grueling test Lupromax-EA lasted 8 hours and 5 minutes for the car, covering 283 km. The motorcycle test lasted 8 hours and 10 minutes covering 242 km. The only reason they stopped was because the drivers were exhausted and it was enough to prove to the world that Lupromax EA fulfilled its performance claims of being the best lubricant additive on the market. This test proved to the Muri Museum that Lupromax is indeed a world class engine lubricant that enabled the auto and motorcycle to set a world record for running without oil. The award was given at their monthly ceremony in Jakarta, Indonesia to PT Magna, Indonesia for Lupromax and its world record setting achievement.

Lupromax-EA and the other items in their product line are destined to become a household name and people s first choice in lubricant enhancing additives.

The car and motorcycle used in setting the World Record for Lupromax EA engine oil additive that resulted in receiving the Prestigious MURI Award for running for more than 8 hours without oil.





Jaya Suprana, left, founder of the MURI Museum, presenting the Award to Ruby Widjaja for running a car and motorcycle for more than 8 hours after protecting the engines with Lupromax-EA engine oil additive lubricant.



**Magna**

Headquarters & Far East Office:
Magna International Pte Ltd
(Co. Reg. No. 199205076G)
10H Enterprise Road
Singapore 629834.
Tel (65) 6788-1228
Fax (65) 6785-1497
Email  info@lupromax.com
Website http://www.lupromax.com

North America Office:
1450 Government Road West
Kirkland Lake, Ontario P2N 2E9
Canada
Email magna@vappro.com

Nelson Cheng, Inventor of Lupromax Heat Activated Technology and President of Magna International Pte Ltd, center, Ruby Widjaja front right with the Lupromax Management Team. celeberating at Lupromax s office in Indoensia after the receipt of the Prestigious MURI Award