



Antifreeze: The five second buying decision that may prove costly

Although it seems as if summer has just begun, now is the time to start thinking about the winterizing season. One of the staples of winterizing is water system antifreeze. This product is used to prevent marine engine cooling systems and boat plumbing systems from bursting in cold weather. For years, Mercury has provided the highest quality antifreeze products available on the market.

Antifreeze is a highly competitive, low-margin business. We have found that some aftermarket companies have been cutting corners by substituting propylene glycol (PG) with glycerin. Glycerin is cheaper than PG, and, in our opinion is inappropriate for use in marine engines. It's not fully soluble, leaves residue and creates a false reading with a refractometer.

This year may contain an unprecedented number of sub-standard winterizing antifreeze products in the market.

Here are the frequently asked questions regarding Mercury/Quicksilver antifreeze

Q: Why is Mercury/Quicksilver antifreeze more expensive than its competitors?

A: Mercury/Quicksilver products cost more because we use pure, virgin PG.....**we do not substitute PG with glycerin, alcohol or any other sub-standard materials.**

Q: Why doesn't Mercury/Quicksilver substitute glycerin for PG if its competitors do?

A: Mercury is committed to providing products of the highest quality. Unlike some aftermarket brands, Mercury's #1 priority is to protect dealers' reputations, our reputation and our collective customers' investments.....not simply to sell a bottle of fluid.

Q: What is the harm in using glycerin instead of PG?

A: The reasons we recommend the use of antifreeze with PG instead of glycerin are:

- Antifreeze with PG will give a more accurate refractometer reading than a formula with glycerin. This is especially important if you dilute the -100 and -200 degree formulas.
- PG is fully soluble, does not leave a residue and prevents mold growth
- Mercury/Quicksilver tested certain aftermarket brands claiming to use only PG, minor additives, and water. To our amazement, these formulations contained other sub-standard products and the freeze point was higher than advertised!

Q: What are the advantages of PG over glycerin?

A: PG is considered the best product on earth to keep water from freezing. It is the same product used for de-icing commercial aircraft.

Q: Why should I spend the extra money on Mercury/Quicksilver antifreeze?

A: Not only are you purchasing a superior product, you are buying the proper protection. Other advantages include:

- Ensure quality whether you use as is or use dilution chart
- Fall program benefits: 5% cash discount or extended terms through April 27, 2012 and free shipping
- Dealer program benefits: Mercury and Quicksilver antifreeze purchases from Mercury Marine and/or Land n Sea are eligible for standard program benefits and count towards the Power of Choice rebate
- Brands purchased from non-Mercury distribution channels **do not** provide these benefits

Q: Your competitors say they use "100% domestic, virgin, USP grade material." Isn't that good enough?

A: No. The above statement does not clarify what materials are being used. It is a blatant attempt to fool you into thinking the product is pure PG.

Mercury and Quicksilver: OEM Developed, OEM Trusted