



FOR IMMEDIATE RELEASE

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**2011 SERIOUS SOLUTIONS TOUR POWERED BY GUNK® AND LIQUID WRENCH® CULMINATES AT SEMA**

***National Tour to Conclude with Giveaway of Fully Restored 1968 Chevelle SS***

INDIAN TRAIL, N.C., (October 31, 2011) - [GUNK®](#) brand, the industry leader in engine cleaning and degreasing products, and [Liquid Wrench®](#) brand, the powerful line of specialty penetrants and lubricants, today announced the 2011 Serious Solutions Tour will culminate at the 2011 Specialty Equipment Market Association (SEMA) Show. The Serious Solutions tour trailer and restored Chevelle, which traversed the country from April through September, will be on display at the Radiator Specialty Company (RSC), parent company of **GUNK®** and **Liquid Wrench®** brands, booth #10166 throughout the SEMA Show. Show attendees can stop by the booth and enter to win the Chevelle.

During tour stops, consumers learned about the best solutions for their serious automotive, garage and off-road cleaning and maintenance challenges, tested **GUNK®** and **Liquid Wrench®** products and checked out the fully restored 1968 Chevelle SS. **GUNK®** and **Liquid Wrench®** brand fans across the country have been entering to win the fully restored, custom '68 Chevelle SS throughout the summer and have followed the Chevelle restoration process on the Serious Solutions Tour page at [www.SSTour2011.com](http://www.SSTour2011.com). The restoration and how-to videos shown on the tour will be displayed all four days of the SEMA Show at the RSC booth #10166.

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“The **GUNK**<sup>®</sup> and **Liquid Wrench**<sup>®</sup> teams are excited to wrap up the nationwide tour at the 2011 SEMA Show,” said Aaron Martin, director of marketing for RSC Chemical Solutions. “We chose a ’68 Chevelle SS for the Tour because, like the **Liquid Wrench**<sup>®</sup> and **GUNK**<sup>®</sup> brands, it’s a long-standing American icon. This will be a great opportunity for automotive enthusiasts to get a look at the restored Chevelle and enter to win it.”

The 2011 Serious Solutions Tour kicked off on April 23 at the Koss Motor Sports Car Show in Gwinnett, Ga., and stopped at more than 30 events across the country, including the Woodward Dream Cruise in Detroit. At each stop, fans learned how to tackle their toughest automotive and DIY challenges using **GUNK**<sup>®</sup> and **Liquid Wrench**<sup>®</sup> brand products through on-site demos and product samples.

The winner of the ’68 Chevelle will be selected at random on November 11, 2011 from entries submitted at tour stops, online and at the 2011 SEMA Show. Entrants for the car giveaway must be 18 years or older, limit one entry per person, per household. Fans can enter online at [gunk.com/68ss](http://gunk.com/68ss) or [liquidwrench.com/68Sss](http://liquidwrench.com/68Sss). For official giveaway rules, please visit the Serious Solutions Tour page at [www.SSTour2011.com](http://www.SSTour2011.com).

### **About Radiator Specialty Company**

With more than 1,600 customers in 81 countries around the globe, Radiator Specialty Company (RSC) today develops, manufactures and markets high performance products for auto, motorcycle, plumbing, hardware and industrial applications. RSC products are manufactured at its 400,000 square foot operations facility in Indian Trail, North Carolina, which is ISO 9001-2008 Certified and includes eight state-of-the-art production lines with an SAP Operating System. RSC trademarked brands include: Liquid Wrench<sup>®</sup>, Gunk<sup>®</sup>, Engine Brite<sup>®</sup>, MotorMedic<sup>®</sup>, Tite-Seal<sup>®</sup> and Solder Seal<sup>®</sup>. Founded in 1924, RSC is headquartered at 600 Radiator Road, Indian Trail, NC 28079, 877-464-4865, [www.RSCBrands.com](http://www.RSCBrands.com).

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