

It's Better at BOGGUS FORD

L I N C O L N • M E R C U R Y

Large vehicles

Boggus Ford – Harlingen, Texas

Bracey Wilson noticed a pattern recently among his regular customers at Boggus Ford in Harlingen, Texas:

Many were pulling up their RVs to fill the tires with PurigeN98™ high-purity nitrogen.

“Once a customer came in raving about it because he only lost three PSI in eight months,” said Wilson, the dealership’s service director.

His dealership, which began selling PurigeN98™ in August 2006, is used to cars and pickups filling up with the tire-inflation product to reduce gas consumption and carbon-dioxide emissions.

Wilson attributes the steady rise in demand for high-purity nitrogen in larger vehicles to drivers wanting even more cost-savings, as well as help maintaining prime handling and driving conditions.

“They swear up and down that it increases mileage,” Wilson said.