

11/2025

ROWE[®]

HIGHTEC ADDITIVE

A PLUS FOR YOUR CAR



HIGHTEC MADE IN GERMANY

www.rowe-oil.com

ROWE ADDITIVE – A PLUS FOR YOUR CAR

ROWE stands for German engineering skill and high quality lubricants that are 100% made in Germany. Uncompromising quality, efficiency and reliability are the standards we also apply to our fuel, engine and coolant additives. Our high-performance additives are more than just supplements – they are key technologies for clean engines, sustainable performance and smart problem solving.

OUR ADDITIVES ...

...will impress you with their exceptionally strong cleaning and preservation effects.

...contribute to the longevity of the engine.

...maintain engine performance (HP and torque).

...increase fuel consumption efficiency.

Retained value, driving feel, cost savings – an investment that pays off!

What are additives?

Additives play a key role in cleaning and caring for an engine. In short, they fulfill three functions: cleaning, protecting, maintaining. Additives are not a substitute for proper maintenance, of course, but they have a decisive influence on the clean and reliable operation of a vehicle. When used correctly, additives improve the performance, efficiency and service life of your vehicle – whether used car or new car.

Why additives?

Cleaning additives are crucial because modern engines operate under extreme loads and even the smallest deposits can have a huge impact on performance, efficiency and service life. The high-performance additives from ROWE not only ensure an extremely effective cleaning of the components inside the motor, they are also perfectly supplement our high-quality lubricants – for clean systems, highest possible efficiency and maximum service life.

Why ROWE additives?

With our additives, we are offering one of the highest-quality range of products on the market that meet our exacting standards, as familiar to many from the motor sport activities of ROWE RACING. Our products also satisfy the most stringent requirements on modern vehicle technology. Our promise to you: No marketing, no deception, they simply work!

ROWE color codes for additives explained

FUEL ADDITIVE FOR PETROL ENGINES

FUEL ADDITIVE FOR DIESEL ENGINES

MOTOR OIL ADDITIVE

COOLANT ADDITIVE





FUEL ADDITIVES FOR PETROL ENGINES MAXIMUM POWER AND CLEAN COMBUSTION

Our high-quality petrol additives provide a benefit in performance and efficiency. They clean the entire fuel system, prevent deposits, and reliably protect the engine against wear. For noticeably better performance and lasting clean operation.



HIGHTEC FUEL SYSTEM CLEANER ULTRA (Art.-No.: 23001)

Maximum performance. Minimum deposits.



Unleashes the full power of the engine
and ensures a lasting clean and protection.

THE ADVANTAGES AT A GLANCE

- Perfect cleaning of the injectors, the combustion chamber and the entire system
- More power and less consumption thanks to optimal combustion
- Reliable corrosion protection for E5 to E85
- Gentle cleaning with lasting protection against deposits

before



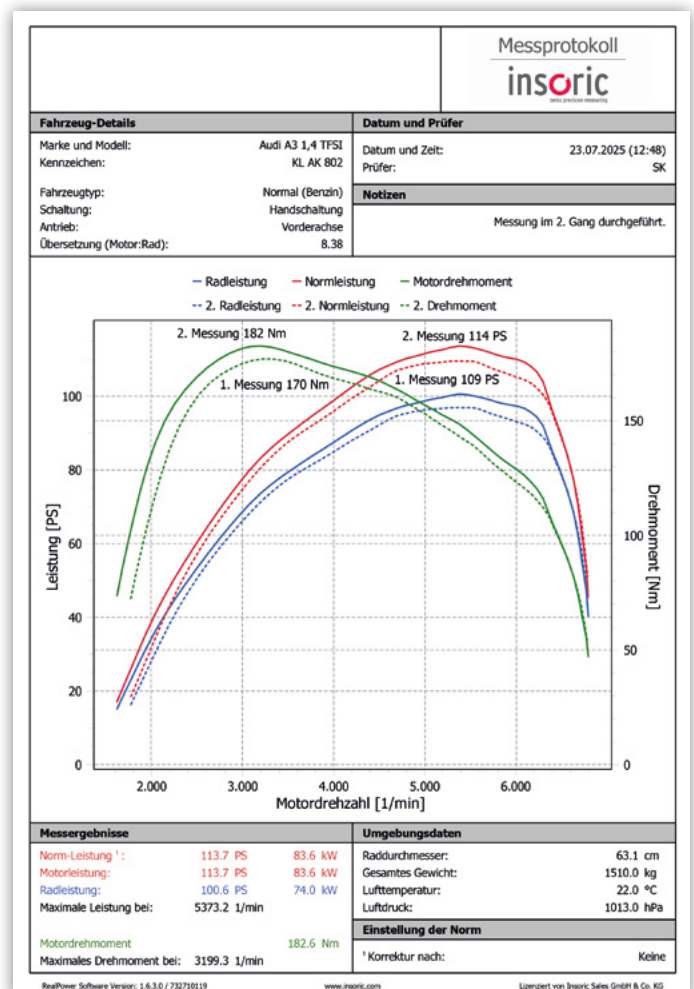
after



before



after





HIGHTEC INJECTOR CLEANER FUEL (Art.-No.: 23002)

The power treatment for more energy.

Removes stubborn deposits
and restores almost the full engine power.



HIGHTEC OCTANE BOOSTER (Art.-No.: 23003)

Maximum power for high-performance engines.

Unleashes the full potential of the
engine and ensures noticeably better performance.



THE ADVANTAGES AT A GLANCE

- Deep cleaning of the entire injection system
- More power, less fuel consumption
- Safe and compatible with all petrol systems
- Reliable lubrication and noticeably smoother driving characteristics

THE ADVANTAGES AT A GLANCE

- Increases the octane number of the fuel by up to 5 points
- Optimizes the start and idle characteristics
- Lasting protection for valves and combustion chambers
- Clean combustion – efficient engine operation



HIGHTEC HYBRID ADDITIVE (Art.-No.: 23004)

The smart treatment for hybrid petrol engines.

Ensures maximum efficiency, clean
combustion and long-term engine protection.



HIGHTEC CAT CLEANER (Art.-No.: 23005)

For exacting requirements and effective protection.

Ensures a clean and effective
combustion, prevents damaging residues.



THE ADVANTAGES AT A GLANCE

- Optimum cleaning for hybrid vehicles
- Keeps the fuel stable even during infrequent use
- Clean injection system, smooth engine operation
- Less consumption, less emissions

THE ADVANTAGES AT A GLANCE

- Protects the catalytic converter and lambda sensor from contamination
- Lowers emissions and fuel consumption
- Lasting protection against corrosion and deposits
- Engine starts reliably even after longer periods of non-use





FUEL ADDITIVES FOR DIESEL ENGINES POWERFUL IN EVERYDAY USE EFFICIENT OVER THE LONG RUN

Our diesel additives are of the highest quality, help ensure a clean injection, increase the cetane number, and offer reliable protection against corrosion. They boost fuel efficiency and extend the service life of modern diesel units – even under the most demanding conditions.



HIGHTEC DIESEL SYSTEM CLEANER ULTRA (Art.-No.: 23011)

Innovative formulation for maximum efficiency.



Ensures a thorough clean and optimizes the performance of the engine.

THE ADVANTAGES AT A GLANCE

- Deep cleaning for the entire diesel system
- More power, less consumption
- Protects the DPF and injection system by markedly improving the injection
- Offers corrosion protection and microbe prevention

before



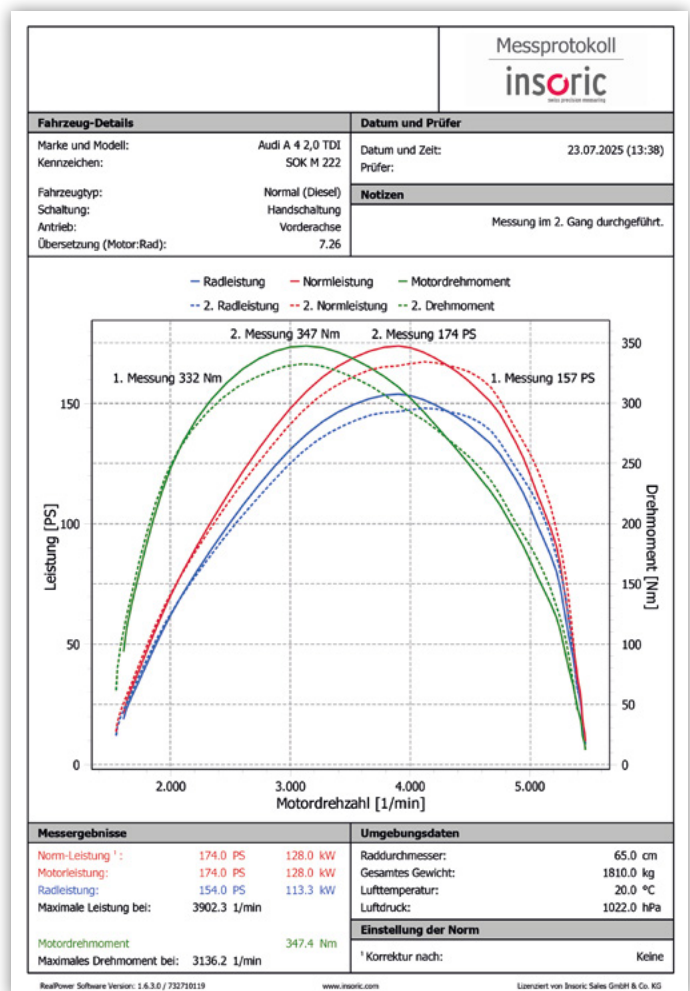
after



before



after





HIGHTEC INJECTOR CLEANER DIESEL (Art.-No.: 23012)

**More power.
Less consumption.
Cleaner engine.**



Effectively cleans the entire fuel system and noticeably improves the engine performance.

THE ADVANTAGES AT A GLANCE

- Cleans the injectors
- More power and reliability
- Optimizes fuel combustion and reduces emissions
- Improved drivability and stable engine operation

before

after



HIGHTEC CETANE BOOSTER (Art.-No.: 23013)

**Power, efficiency and
reliability taken
to a new level.**



Optimizes combustion and ensures all-round improved drivability.

THE ADVANTAGES AT A GLANCE

- Increased cetane number by up to 5 points
- Improved engine performance and greater driving comfort
- Reliable cold start
- Less emissions, optimized consumption



HIGHTEC DPF CLEAN AND PROTECT (Art.-No.: 23014)

**Better engine efficiency
and less emissions.**



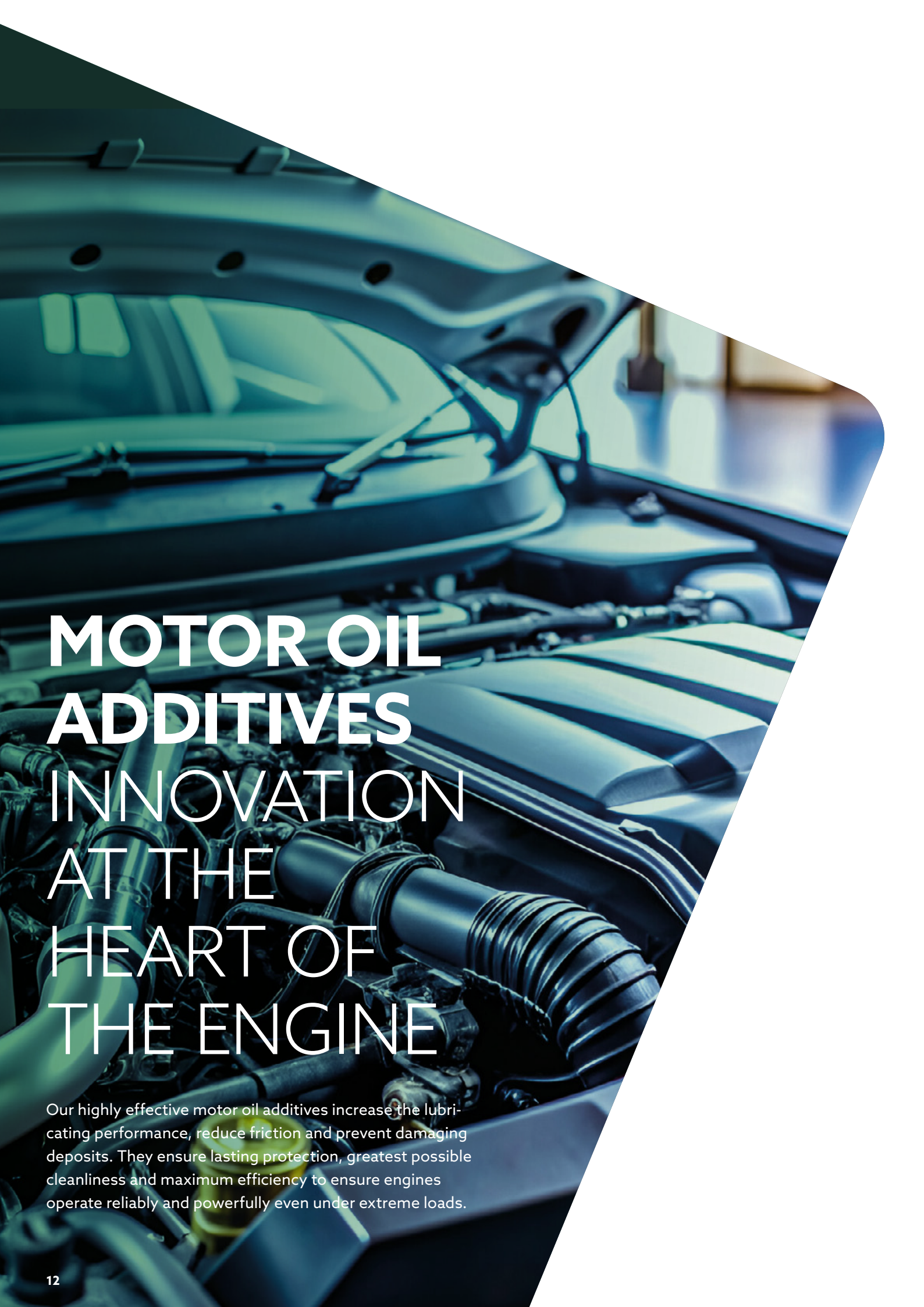
Cleans and protects the diesel particle filter (DPF) for lasting engine performance.

THE ADVANTAGES AT A GLANCE

- Noticeably less soot and emissions
- Protection for the DPF – fewer repairs, more driving pleasure
- Optimized engine running and improved cold starts
- More driving comfort from the first use





A close-up photograph of a car engine, viewed from a low angle looking into the engine bay. The image is heavily tinted with a blue/cyan color. The engine components, including the intake manifold, various hoses, and the engine block, are visible. The lighting is dramatic, with strong highlights and deep shadows.

MOTOR OIL ADDITIVES INNOVATION AT THE HEART OF THE ENGINE

Our highly effective motor oil additives increase the lubricating performance, reduce friction and prevent damaging deposits. They ensure lasting protection, greatest possible cleanliness and maximum efficiency to ensure engines operate reliably and powerfully even under extreme loads.



HIGHTEC ENGINE CLEANER (Art.-No.: 23021)

Revitalization of contaminated drive systems.

Ensures noticeable improvements in power, consumption and engine operation. Add to used oil before each oil change.



HIGHTEC OIL STOP LEAK (Art.-No.: 23022)

Highly effective short-term solution for oil loss and leaks.

Regenerates hardened seals and effectively closes small leaks on the engine, engine mount and valve cover.



THE ADVANTAGES AT A GLANCE

- Deep cleaning of the oil circuit
- More power and smoother engine operation
- Less consumption, less emissions
- Easy to use prior to the oil change

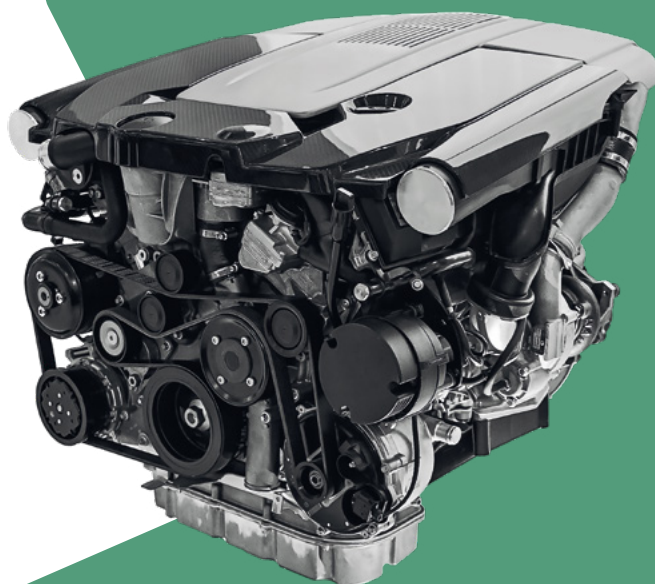
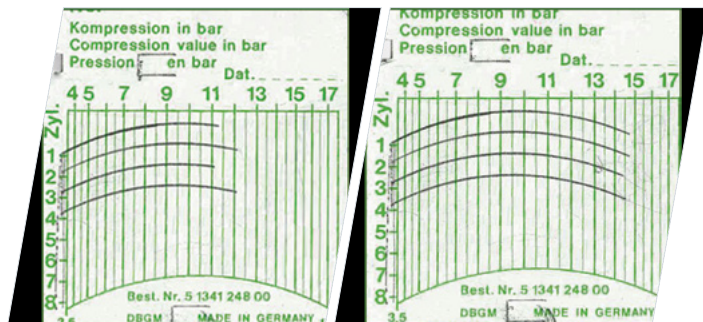
before

after



before

after



COOLANT ADDITIVES STABILITY THAT PROTECTS AND PRESERVES

Our tried-and-proven coolant additives keep systems free of deposits, prevent corrosion, and ensure a continuous heat flow. They provide robust protection for a wide variety of cooling systems – for reliable engine performance and a long service life of the components.



HIGHTEC RADIATOR CLEANER (Art.-No.: 23031)

Powerful cooling system treatment for maximum performance and reliability.



Removes even stubborn deposits and restores the full function of the cooling system.

THE ADVANTAGES AT A GLANCE

- Cleans the entire cooling system
- Restores the function of important components
- Improves heating and cooling performance
- Increases operational reliability and service life



HIGHTEC RADIATOR STOP LEAK (Art.-No.: 23032)

The perfect emergency measure for coolant loss.



Eliminates leaks in the cooling system quickly, reliably and permanently.

THE ADVANTAGES AT A GLANCE

- Seals in no time at all
- Reliable protection against coolant loss
- Preserves the operational reliability of all water-cooling systems
- Saves time and repair costs



ROWE: A FAMILY BUSINESS LOOKING TO THE FUTURE

We offer our customers a complete range of innovative, high-quality motor oils, coolants and special products for industrial applications.

ROWE products are manufactured using audited, sustainable processes in one of the most cutting-edge lubricant factories in Europe and are available to specialist retailers, mineral oil retailers, workshops and end users in more than 80 countries throughout the world. The family business, founded in 1995 and headquartered in Worms, generated a turnover of around EUR 154 million in 2023 with a workforce of more than 300 people.

DIVERSE DEVELOPMENT EXPERTISE – A LEADER IN COOLANTS

Thanks to internal research and development, the racing experience of the in-house ROWE RACING team and the latest manufacturing technologies, ROWE achieves the highest quality. Numerous approvals and audits from well-known automobile

manufacturers and other industrial companies prove that ROWE products exceed even the most demanding standards. In particular, when it comes to automotive coolants, we are one of only a few manufacturers worldwide to offer certification according to the automotive standard IATF 16949. Meanwhile, fluids for electromobility are also part of our research and development expertise - a future field in which we are constantly investing.

SUSTAINABILITY IS PART OF OUR CORPORATE DNA

The company has always been characterized by progressive, sustainable solutions. With the opening of one of the most modern lubricant plants in Europe in 2014, ROWE set new standards in the industry.



ROWE IN WORMS

One of the most cutting-edge lubricant factories in Europe

The main plant in Worms was designed and built from the ground up with sustainability in mind. This is evident, among other things, in the more than 65 km of pipework. Each of these "dedicated lines" is used exclusively for one specific product. This reduces the environmental impact by avoiding the need to flush the pipes countless times. Waste heat from production is used to heat the buildings and for the production processes themselves. ROWE also boasts an advanced process control system and fully CO₂-compensated manufacturing. Sustainability has even been taken into account in the company's own containers. Manufactured by subsidiary company Palbo GmbH, they are made from around 50% recycled material.

CONTINUITY AND PROGRESS IN THE SECOND GENERATION OF THE COMPANY

In early 2024, Alexandra Kohlmann, daughter of company founder Michael Zehe, took the helm at ROWE. Together with long-standing employee and new joint CEO Stefan Wermter, she is leading the company into the future.



Stefan Wermter
CEO

Dr. Alexandra Kohlmann
CEO



FULL RANGE OF LUBRICANTS
Includes, for example, motor oils with numerous endorsements from manufacturers



MODERN LABORATORY
Internal research and development



DEDICATED LINES
More than 65 km of pipelines in the Worms plant

ROWE KEY FACTS & FIGURES

- » more than 100,000 m² of total floor space (equivalent to 14 football pitches)
- » more than 65 km of pipelines
- » more than 400 pumps
- » a total of 38 mixing vessels
- » a tank capacity of 11 million liters
- » a state-of-the-art plant for the production of 4,000 tonnes of lubricating grease per year
- » 12 state-of-the-art filling systems
- » a filling rate of up to 8,000 containers per hour
- » storage bays for 14,000 Euro pallets
- » 54 additional push-back racks for order picking
- » 4,000 m² solar plant in Worms with an output of 749 kWp.
Additional solar plant in Bubenheim with an output of 488 kWp
- » more than 350 employees





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