

PRESS MONITOR

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NEW PRODUCTS

► Cleanliness is at the heart these new car care products



Moonbow Car Air Purifier

Price
₹ 6,990/-



► The Moonbow Car Air Purifier, in the simplest terms, is a negative ion generator to keep the air in your car fresh and clean. You connect it to the 12V port to power it up, and a light on the front changes colour based on the air quality. Red signifies that the air quality is poor, blue signifies that it is relatively clean but still has impurities, and if the light glows green, it means the air quality is really good. Negative ion technology is rampant in car air purifiers, and in the Moonbow, the manufacturer claims that the device emits 12 million negative ions/cc. The manufacturer also claims that

the device contains three different filters to keep the air clean.

The Moonbow purifier is easy to use and looks quite attractive, too, with its three-pronged half-crescent design. A decent option if you are looking for a car air purifier, the Moonbow can be mounted anywhere in the car, and a fastener belt and screws to help facilitate this are available as part of the package.

The Moonbow comes with a one-year warranty and is available at the electronic store chain, Croma, and e-retailers Amazon, among other retailers.



Vista Car Care Kleenview WindShield Cleaner

Price
₹ 80/-

► While the automotive car care market offers a flurry of products, we came across this dandy of a windscreen cleaner. Using it is simple enough: no rubbing or scrubbing involved; just pour the contents of the 30-millilitre bottle into your car's wiper fluid container after you top up the water level. A true fill-it-shut-it-forget-it sort of application until the water runs out. We tried it in our Maruti Suzuki Ignis.

When you activate the windscreen wipers, the resulting solution gets sprayed on to the glass with slight pure white foam that effectively degreases and removes grime, sap or insect remains with every swish of the blades. Hold the spray for longer and you will have a sparkling windscreen — at least within the reach of the wipers. With the monsoon upon us, this makes for a good car care product.