

# AMMO

Keep it  
Clean™  
16 FL OZ



PLUM  
WHEEL  
CLEANER  
DRIVE+  
PROTECT®

WHY CARS HAVE BEEN CLEANED THE SAME WAY FOR THE LAST 50 YEARS REMAINS PUZZLING TO ME, AFTER ALL YOUR CAR'S PAINT IS LIKE SKIN. IT HAS PORES LIKE SKIN. IT BREATHES LIKE SKIN. IT NEEDS TO BE FED LIKE SKIN. THE AMMO APPROACH ISN'T TO TEAR DOWN, IT IS TO BUILD UP. AMMO IS ABOUT LAYERS. LAYERS OF PROTECTION. AMMO NYC IS THE FIRST COMPLETELY FUSSY CAR CARE COMPANY. LEARN TO PAMPER YOUR CAR AS YOU WOULD ANY THOROUGHbred THAT'S RIDDEN TO THE EDGE OF COMBUSTION. – LARRY KOSILLA

**AMMO PLUM** is a non-acidic, pH balanced cleaner that sticks to your wheels and turns purple as it releases embedded brake dust. Use **AMMO PLUM** and **AMMO BRUTE** together for unbelievable results. This is for days when the dawn is just lighting up the sky. You jeep up a curling road. Nimble as a dancer. A cold wind whipping grey clouds across the sky. Faces creased with smiles. Keep it up for hours. A black spaniel sitting in the back. Snow peaks on the left. **AMMO PLUM** is about "the drive." It's made for people who care about the way their car looks, as much as its performance. For a feast of information and helpful videos go to [amm NYC.com](http://amm NYC.com).

**DIRECTIONS** 1. Best when used on excessively dirty rims. 2. Pre-rinse wheel with water. 3. Spray liberally on rim, and let sit for 20-30 seconds. 4. Use your tools and wheel mitt to agitate the brake dust from the rim. 5. Rinse off prior to moving to the next wheel. **NOTE: DO NOT** use on hot wheels or allow to dry on wheel. **DO NOT FREEZE.**



## ⚠️ WARNING: MAY CAUSE AN ALLERGIC SKIN REACTION.

Avoid breathing dust / fume / gas / mist / vapors / spray. Contaminated work clothing must not be allowed out of the workplace. Wash contaminated clothing before reuse. Wear protective chemical resistant gloves / protective clothing / eye protection / face protection. If in the eyes: rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. If eye irritation persists: get medical advice / attention. Wash thoroughly after handling. Keep out of reach of children. Always use as directed. Do not freeze. Dispose of contents / container in accordance with local / regional / national / international regulations. For chemical emergency response center, contact 800.535.5053.

AMMO AUTO CARE INC.'s liability is limited to the replacement of the product with proof of purchase.  
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CUTTING EDGE - LABEL IS CUT HERE. EXTEND BACKGROUND TO BLACK EDGE.  
SAFE ZONE - KEEP ALL INFORMATION CONTAINING TRADE NAME