

BRANDWEEK

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NEWS ROUNDUP

► Newswire

Turtle Wax enters the world of infomercials with a 30-minute spot by Script to Screen featuring a 142-mile race through the Mojave Desert. Both cars have their oil pans drained, but Turtle Wax's car has the new engine treatment **Lubricator 2001**, which outlasts a competitive product. The spot, featuring race car ace **Ned Jarrett**, airs on local TV and national cable later this month...