

CLEAR THE AIR™

with Valvoline™ Air Filters

Studies show an average vehicle needs 10,000 gallons of fresh air for every gallon of fuel burned.

Dirty, clogged air filters choke off vital engine air which the combustion process needs to make power most efficiently. A new Valvoline Air Filter can help increase airflow, horsepower, fuel efficiency, and improve overall engine performance and longevity. Valvoline Air Filters help prevent harmful debris from entering the engine through the air intake system.

Valvoline Air Filters are guaranteed* to meet the OE fit and function requirements for over 86% of vehicles.

Top Reasons to Recommend / Replace a Valvoline Air Filter

1. Help the engine breathe easier.

Clogged filters can choke off the air flow to the engine which causes it to work harder to perform. Long-term, hampered air flow can cause engine wear and costly repairs. A new Valvoline Air Filter helps filter out road debris, leaves, water, bugs, and improves air flow and quality to the engine.

2. Help the vehicle perform better.

Dirty air filters create an incorrect air-fuel mixture which can lead to fouled spark plugs resulting in hesitations, engine misses and rough idle. In older vehicles with carburetors, this fouling can reduce fuel economy. Improving air flow to the engine allows it operate properly reducing fuel consumption and reducing emissions.

3. Help meet your business objectives.

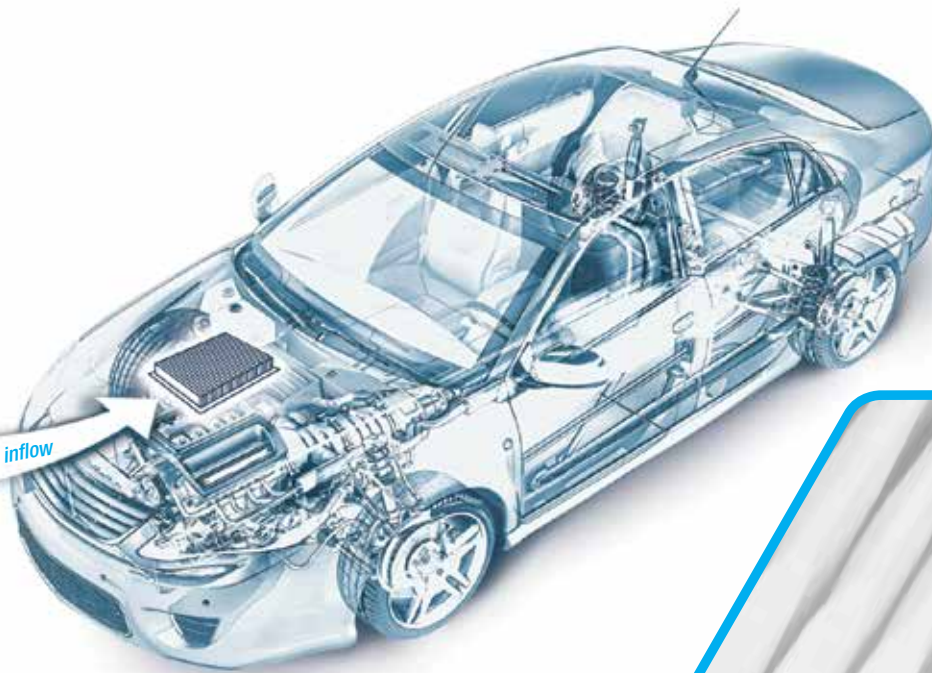
Many consumers are unaware of the consequences of a dirty air filter can cause to the engine's performance. This simple replacement can help improve a vehicle's performance and power, fuel efficiency, and prolong the engine life. Valvoline offers educational support and the right product coverage for over 86% of air filters used today to help you better serve your customer.



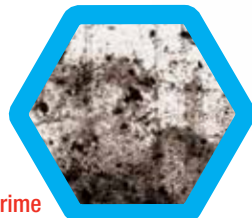
*** Limited Warranty**

Valvoline filter products are warranted to be free from manufacturer's defects in material, workmanship, or design. Valvoline filter products are to be used in accordance to the engine manufacturer's recommendations. See current year Valvoline Filter product catalog for complete warranty information.

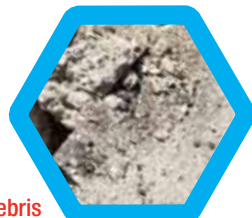




Dirt



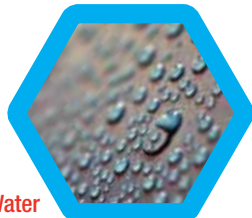
Grime



Debris



Leaves



Water

How do Valvoline Air Filters work?

Road debris, splattered bugs, dead leaves, oil, road tar, and even water can all make it past the air intake of your vehicle and into the engine. Once inside the engine, these contaminants can cause damage and hamper performance. A clean, quality air filter helps trap the gunk. The key to optimal performance is not letting the air filter get too dirty. Once it is clogged or at filtration capacity, it will choke off clean air from the engine. In a combustion engine, the proper mix of air and fuel is what provides the most efficient performance. A new Valvoline Air Filter will help improve a vehicle's performance and power, fuel efficiency, and prolong the engine life.

High quality filter media traps incoming contaminants and water

Valvoline Air Filters stop incoming gunk as small as 1 micron in size.

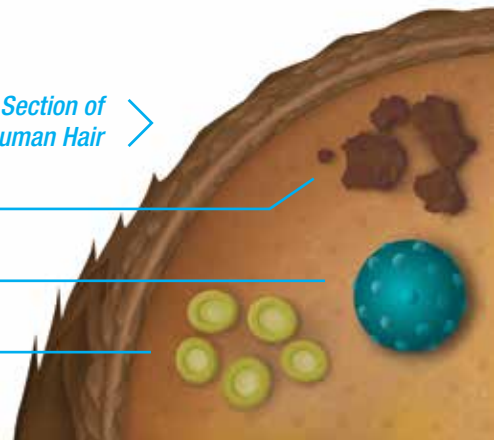
How Big is a Micron?

Cross Section of Human Hair >

Road Dirt and Debris - 20 Microns

Pollen Grain - 15 Microns

Mold Spore - 10 Microns



Valvoline Filters Toll-Free Technical Support within the U.S. 1-800-TEAM-VAL

www.valvolinefilters.com

