



ADVANCED AIR FILTRATION

While it's often overlooked, replacing the air filter can have a significant impact on overall engine performance and efficiency. With 93% coverage, Purolator has an air filter to protect almost any vehicle on the road. Help drive sales in this important category by stocking PurolatorONE™ Air Filters in your store or shop.

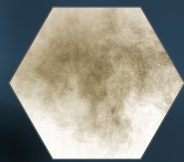
NOTHING GETS BY US.®



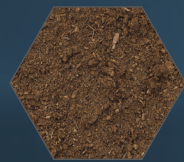
Enhance Engine Performance

Damaging dirt, dust, soot and other particulates enter an engine as you drive. A clogged filter robs the engine of air, decreasing horsepower and wearing down engine performance over time. Proper airflow helps maintain fuel efficiency, acceleration and power. Improve the performance and productivity of your engine with a new PurolatorONE Air Filter.

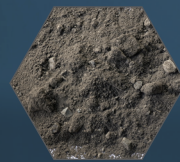
PurolatorONE Air Filters protect against:



Dust



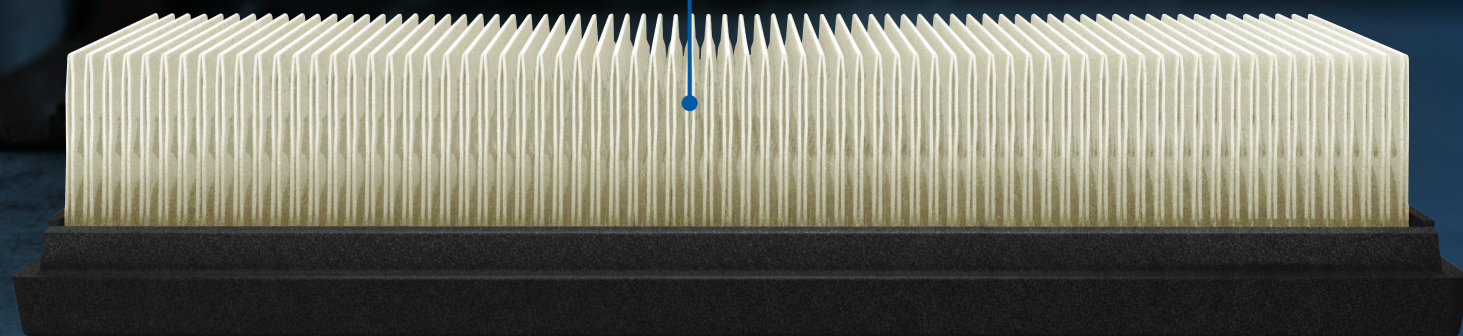
Dirt



Soot

Multi-Fiber, High Density Media

- Full synthetic or highly embossed media for superior strength and dirt holding capacity*
- Blocks up to 99% of damaging dirt, soot and debris from entering your engine**
- Optimizes engine airflow with precision fit polyurethane framing
- Helps improve acceleration and boost engine efficiency+
- Employs steel grid backing, ridge supports or polyamide high temperature glue beads to provide superior strength and stability
- Meets or exceeds OE specifications
- Trusted OE supplier



* Depending on application

** Based on ISO 5011 A24278

+ U.S. DOE "Effect of Intake Air Filter Condition on Vehicle Fuel Economy."



Purolator Merchandising Support

Whether you're in the retail or trade channel, Purolator has all of the resources you need to help grow your sales:

- A dedicated team, including customer service, sales and product management experts to ensure you have the right parts to drive your business
- Displays and full point-of-sale materials – including posters, window clings, counter mats and more
- A complete library of images and product descriptions to support your online initiatives and keep your website current
- Videos to educate consumers on the importance of changing their filter you can add to your website or share with your followers on social media



Top 100 PurolatorONE Air Filters

Program Details

Segment	SKU Count	Coverage	Case Pack	MOQ
PurolatorONE™ Air Filter	588	93%	3	3

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
A45314	A	3.2%	▼
A35642	A	5.6%	▲
A24278	A	7.8%	▼
A34878	A	10.0%	▼
A36116	A	12.0%	▼
A35462	A	13.6%	▲
A25699	A	15.2%	▲
A35592	A	16.6%	▼
A35432	A	18.0%	▼
A25655	A	19.3%	▼
A36149	A	20.5%	▲
A44727	A	21.6%	▼
A25786	A	22.6%	▼
A24372	A	23.5%	▼
A35330	A	24.4%	▼
A35192	A	25.3%	▼
A24675	A	26.2%	▲
A36131	A	27.0%	▼
A45650	A	27.8%	▼
A36272	A	28.6%	▲
A66313	A	29.4%	▼
A35431	A	30.2%	▼
A24690	A	31.0%	▼
A24731	A	31.7%	▼
A35672	A	32.5%	▼
A26114	A	33.2%	▼
A35323	A	33.9%	▼
A50091	A	34.7%	▼
A36124	A	35.4%	▼
A25463	A	36.0%	▼
A24880	A	36.7%	▼
A28177	A	37.3%	▲
A36165	A	37.9%	▲
A35649	A	38.5%	▼
A35819	A	39.1%	—
A26280	A	39.7%	▲
A16200	A	40.3%	▼
A35433	A	40.9%	▼

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
A25653	A	41.4%	▼
A36167	A	42.0%	▲
A35578	A	42.6%	▼
A58172	A	43.1%	▲
A35528	A	43.7%	▼
A26282	A	44.2%	▼
A46297	A	44.7%	▼
A34838	A	45.3%	▼
A39183	A	45.8%	▲
A26166	A	46.3%	▲
A24378	A	46.8%	▼
A24343	A	47.3%	▼
A35414	A	47.8%	▼
A55400	A	48.3%	—
A29152	A	48.7%	▲
A25418	A	49.2%	▼
A35305	A	49.6%	▼
A15703	A	50.0%	▼
A35603	A	50.4%	▼
A25503	A	50.8%	▼
A39155	A	51.2%	▲
A36122	A	51.6%	▲
A56314	A	52.0%	▲
A36309	A	52.4%	▼
A46152	A	52.8%	▼
A31467	A	53.2%	—
A11479	A	53.5%	—
A38195	A	53.9%	▲
A16168	A	54.3%	▼
A31464	A	54.6%	▲
A35560	A	55.0%	▼
A41392	A	55.4%	▲
A35553	A	55.7%	▲
A49179	A	56.0%	▲
A26319	A	56.3%	▲
A45090	A	56.7%	▼
A35397	A	57.0%	▼
A25582	A	57.3%	▼

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
A45091	A	57.6%	▼
A26171	A	57.9%	—
A34886	A	58.2%	▼
A35403	A	58.5%	▼
A14622	A	58.8%	▲
A36274	A	59.1%	▼
A25651	A	59.4%	▼
A38189	A	59.7%	—
A55799	A	60.0%	—
A39156	B	60.3%	▲
A25456	B	60.6%	▼
A25596	B	60.9%	▼
A39166	B	61.1%	▲
A44688	B	61.4%	▼
A24645	B	61.7%	▼
A26153	B	62.0%	—
A16202	B	62.3%	▲
A35227	B	62.5%	▼
A46279	B	62.8%	▼
A35267	B	63.1%	▼
A45105	B	63.4%	▼
A24722	B	63.6%	▼
A38197	B	63.9%	—
A26064	B	64.1%	—



Not all part numbers shown. Some part numbers may not be available in certain markets. Contact your sales representative to learn more.

Monday - Friday
8:00 a.m. - 7:30 p.m.

Techline:
800-526-4250

Saturday
9:00 a.m. - 5:30 p.m.
Eastern Time Zone

Email:
techservice@mann-hummel.com



pureoil.com

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