



GET SOME FRESH AIR

Nearly 95% of all new cars sold feature a cabin air filter that will need to be replaced – including almost 100% of European nameplates. Replacing an old, clogged cabin air filter with a new PurolatorONE Cabin Air Filter captures airborne contaminants and inert allergens that have been known to cause respiratory issues.

NOTHING GETS BY US.®





Advanced Cabin Air Filtration

Get up to 99% Dirt Removal Power™ with a PurolatorONE™ Advanced Cabin Air Filter. Blocks odors with activated carbon. Electrostatically charged, micro-woven fiber layers captures even microscopic particles like dirt, dust, soot, pollen and other inert allergens. Improves HVAC and defroster performance, and meets or exceeds OE performance requirements. Install a new PurolatorONE Cabin Air Filter today - and breathe easy!

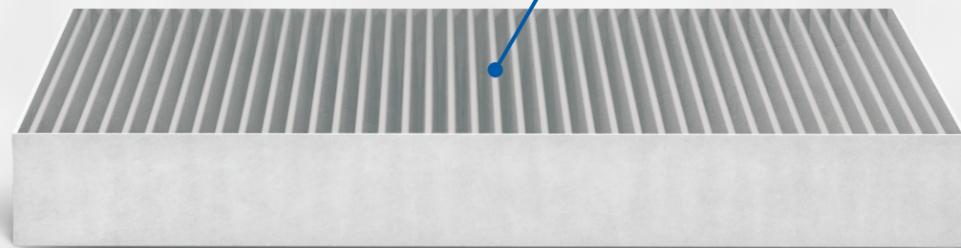


PurolatorONE Cabin Air Filters block:



Help Your Customers Breathe Easier

- Activated carbon blocks odors
- Captures airborne contaminants and inert allergens that have been known to cause respiratory issues
- Electrostatically charged, micro woven fiber layers remove even microscopic particles providing up to 99% Dirt Removal Power
- Improves HVAC and defroster performance
- Meets or exceeds OE performance requirements
- Replace annually for optimal fresh, clean air*



* Refer to your owner's manual for recommended maintenance schedules for your vehicle. Limited warranty. See product catalog or visit pureoil.com for complete warranty information.

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



Program Details

Segment	SKU Count	Coverage	Case Pack	MOQ
PurolatorONE™ Cabin Air Filter	216	93%	3	3

Part #	Part # POP Code	Cumulative VIO%	VIO Trend	Part #	Part # POP Code	Cumulative VIO%	VIO Trend	Part #	Part # POP Code	Cumulative VIO%	VIO Trend
C35667C	A	10.2%	▲	C25858	B	67.8%	▼	C25877	C	83.0%	▼
C35667	A	10.2%	▲	C25876	B	68.4%	▼	C25387	C	83.3%	▼
C35519	A	17.3%	▲	C45459	B	69.0%	▼	C38196C	C	83.5%	▲
C38173	A	20.0%	▲	C16177	B	69.6%	▼	C35448	C	83.7%	▼
C38224C	A	22.6%	▲	C15599	B	70.2%	▼	C16110	C	83.9%	▼
C25869	A	25.2%	▲	C25864	B	70.7%	▼	C16079	C	84.1%	▼
C45384	A	27.5%	▼	C15390	B	71.3%	▼	C31391C	C	84.3%	▲
C36154C	A	29.5%	▲	C25685	B	71.8%	▼	C38155	C	84.5%	▲
C36179	A	31.4%	▼	C25082	B	72.3%	▼	C16072C	C	84.9%	-
C35479C	A	35.0%	▼	C45844C	B	72.8%	▼	C16098	C	85.3%	▼
C36174	A	36.8%	▲	C35677C	B	73.2%	▼	C41454	C	85.5%	▲
C36080	A	38.5%	▲	C45383	B	73.7%	▼	C36071C	C	85.7%	▼
C38214	A	40.2%	▲	C36099	B	74.5%	▼	C35845	C	85.9%	▼
C25870	A	41.7%	▲	C25572	B	74.8%	▼	C38222C	C	86.0%	▼
C25245	A	43.3%	▼	C31381	B	75.2%	▼	C36204C	C	86.2%	▼
C15388	A	44.7%	▼	C25246C	B	75.5%	▲	C15831	C	86.4%	-
C48162	A	46.0%	▲	C38188	B	75.9%	▼	C49187C	C	86.6%	▲
C35586C	A	47.3%	▼	C25490	B	76.2%	▼	C16108	C	86.8%	▼
C35644	A	48.5%	▲	C25624C	B	76.6%	▲	C26086	C	86.9%	▼
C26155	A	49.7%	▲	C25835	B	76.9%	▲	C21423	C	87.1%	▲
C36286	A	50.9%	▲	C31382C	B	77.3%	▲	C59188C	C	87.2%	-
C35530	A	52.1%	▼	C31382	B	77.6%	▲	C15389	C	87.4%	▼
C45527	A	53.1%	▼	C59185	B	77.9%	▲	C25623C	C	87.6%	▲
C36156	A	54.2%	▲	C25478	B	78.3%	▼	C16081C	C	87.7%	▲
C26205C	A	55.2%	▼	C31371	B	78.6%	▲	C36157	C	87.8%	▼
C36115	A	56.2%	-	C15850	B	78.9%	▼	C21496C	C	88.0%	▲
C45871	A	57.1%	▲	C38208	B	79.2%	-	C48187C	C	88.1%	▲
C35865	A	58.0%	▼	C35661	B	79.5%	▼	C35402	C	88.2%	▼
C15439	A	58.8%	▼	C35448C	B	79.8%	▼	C26078	C	88.3%	▼
C35660	A	59.6%	▲	C45654	B	80.1%	▼	C45772C	C	88.5%	▼
C29064	A	60.4%	▼	C26175	C	80.4%	▲	C31415	C	88.6%	▲
C35494C	B	61.2%	▲	C59186	C	80.7%	▲	C41506C	C	88.7%	▲
C28183	B	61.9%	▲	C36158	C	80.9%	▼	C35856	C	88.8%	▼
C26176	B	62.6%	▲	C25840C	C	81.2%	▲	C35484C	C	88.9%	▼
C38175	B	63.3%	▲	C15857	C	81.4%	▼	C35872	C	89.1%	▼
C35491	B	64.0%	▲	C15510C	C	81.7%	▼	C35898	C	89.2%	▼
C25764	B	64.7%	▲	C45662	C	81.9%	▼	C35834	C	89.3%	▲
C31434	B	65.3%	▲	C15873	C	82.1%	▼	C38202C	C	89.4%	-
C38185	B	66.0%	▲	C45508	C	82.4%	▼	C35675	C	89.5%	▼
C21471C	B	66.6%	▲	C41451C	C	82.6%	▲	C16112C	C	89.6%	▼
C35676	B	67.2%	▼	C46126	C	82.8%	▼	C59189C	C	89.7%	-



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Part #	Part # POP Code	Cumulative VIO%	VIO Trend
C51395	C	89.8%	▲
C31372	C	89.9%	▲
C35643	D	90.0%	▼
C25863	D	90.1%	-
C35518C	B	90.2%	-
C36067	D	90.3%	-
C35409	D	90.4%	▼
C25875	D	90.5%	▼
C38908	D	90.5%	▼
C25874	D	90.6%	▼
C15862	B	90.7%	▼
C36125C	B	90.8%	▼
C26185	D	90.9%	-
C15506	D	91.0%	▼
C25832	B	91.0%	▼
C15537	D	91.1%	▼
C11383C	D	91.2%	▲
C31485C	N	91.2%	▲
C45621	D	91.3%	▼
C35674	D	91.4%	▼
C21477C	N	91.4%	-
C31373	D	91.5%	▲
C38184C	D	91.6%	▼
C26087	D	91.6%	-
C31450	N	91.7%	▲
C35509C	D	91.7%	▼
C31452	N	91.8%	▲
C35498	D	91.9%	▼
C35520C	D	91.9%	▼
C18153	D	92.0%	▼
C35762C	D	92.0%	-

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
C25480	D	92.1%	▼
C15868	D	92.1%	▼
C31472	N	92.2%	▲
C25483	D	92.2%	▼
C25838	D	92.3%	▼
C28906	D	92.3%	▼
C15637C	D	92.4%	-
C25855	D	92.4%	-
C26089	B	92.5%	-
C25664	D	92.5%	▼
C14860	D	92.5%	▼
C15659	D	92.6%	▼
C35526	D	92.6%	▼
C28198	D	92.7%	-
C31412	D	92.7%	▲
C35843C	D	92.7%	-
C25447C	D	92.8%	▼
C31439	N	92.8%	▲
C45128	D	92.8%	-
C36111	D	92.9%	-
C25878	D	92.9%	▼
C41488C	N	92.9%	▲
C25532C	D	93.0%	-
C21521	N	93.0%	▲
C31449	N	93.0%	▲
C25853	D	93.1%	-
C26075C	D	93.1%	-
C31476C	N	93.1%	▲
C39063	D	93.2%	-
C36091	D	93.2%	-
C35860	D	93.2%	▼

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
C35576	D	93.2%	-
C25600C	D	93.3%	-
C16203	D	93.3%	-
C31374C	D	93.3%	-
C35861	D	93.3%	-
C25561	D	93.4%	-
C55385	D	93.4%	-
C31499	N	93.4%	▲
C28165C	D	93.4%	-
C25542	D	93.4%	-
C26073	D	93.5%	-
C25769C	D	93.5%	-
C35867	D	93.5%	-
C45460	D	93.5%	-
C25760C	D	93.5%	-
C26178	D	93.5%	-
C38210	D	93.5%	-
C28909	D	93.6%	-
C25571	D	93.6%	-
C35425	D	93.6%	-
C36076C	D	93.6%	-
C35562	D	93.6%	-
C28233	D	93.6%	-
C35473	D	93.6%	-
C35550	D	93.6%	-
C37615C	D	93.6%	-
C31487C	N	93.6%	▲
C35541	D	93.6%	-
C26095	D	93.6%	-
C21491C	N	93.6%	▲
C31453	N	93.6%	-

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

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