



COUNT ON PUROLATOR

Purolator® Oil Filters are engineered to meet original factory performance for most vehicles. Ideal for normal driving conditions and oil change requirements, Purolator's rugged internal construction provides proven filtration performance and protects engines up to 10,000 miles. And with exceptional coverage, you can count on Purolator to protect just about every passenger car and light truck on the road.

NOTHING GETS BY US®



Silicone Anti-Drainback Valve

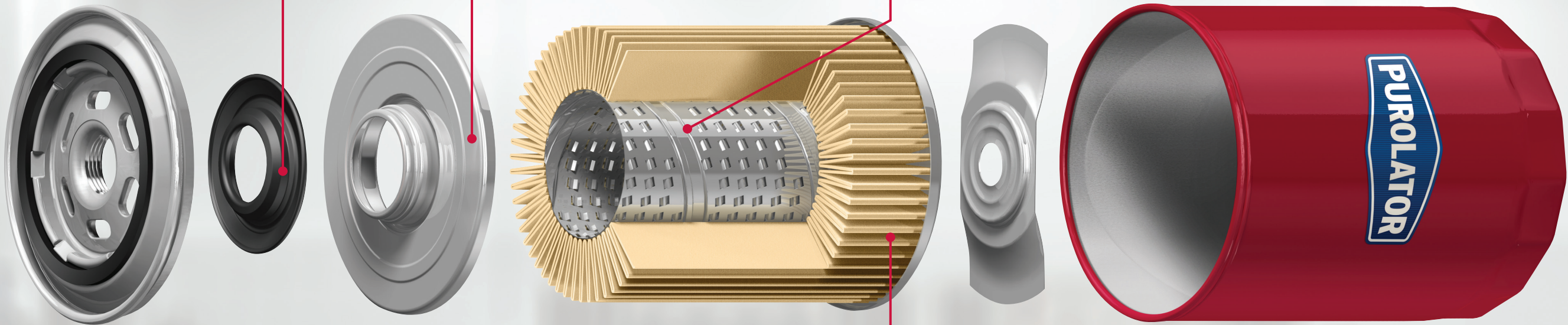
- Lasts longer than traditional nitrile to protect against dry starts

Metal End Caps

- Provide stability and integrity
- Wear resistant

Bypass Valve and Metal Center Tube

- Allow for optimum oil flow



Multi-Fiber, High Density Media

- Up to 10,000 miles of engine protection
- 96.5% Dirt Removal Power™*

*Based on ISO 4548-12 at 20 microns on L30001

Compare Purolator with our other oil filter offerings.



IDEAL OIL MATCH**			
FULL SYNTHETIC REGULAR/HIGH MILEAGE	●	●	
SEMI SYNTHETIC REGULAR/HIGH MILEAGE	●	●	●
CONVENTIONAL	●	●	●
DRIVING STYLE			
EXTREME CLIMATE/ ENVIRONMENT	●		
FREQUENT TOWING & HAULING	●		
TOWING	●	●	
STOP & GO	●	●	●
LONG COMMUTE	●	●	●
ROUTINE	●	●	●
OIL CHANGE INTERVAL			
SMARTFUSION™ FULL SYNTHETIC MEDIA UP TO 20,000 MILES	HIGH-DENSITY SYNTHETIC BLEND MEDIA UP TO 15,000 MILES	MULTI-FIBER HIGH-DENSITY MEDIA UP TO 10,000 MILES	

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

** May be used with any oil type or viscosity

Program Details

Segment	SKU Count	Coverage	Case Pack	MOQ
Purolator Oil Filter	181	99%	12	12



Part #	Part # POP Code	Cumulative VIO %	VIO Trend
L14610	A	10%	▲
L10241	A	18%	▲
L22500	A	25%	▲
L14459	A	32%	▼
L24651	A	38%	▼
L14612	A	44%	▲
L12222	A	49%	▲
L25608	A	54%	▲
L14670	A	57%	▼
L10111	A	60%	▼
L25288	A	62%	▼
L20195	A	65%	▼
L36296	A	67%	▲
L14476	A	70%	▲
L15436	A	72%	▼
L14615	A	74%	▲
L14006	A	76%	▲
L11403	A	77%	▲
L16311	A	78%	▼
L24011	A	80%	▼
L14477	B	81%	▼
L30001	B	82%	▼
L34631	B	83%	▼
L15839	B	84%	▲
L25702	B	84%	▲
L45335	B	85%	▲
L15607	B	86%	▼
L25609	B	86%	▲
L36135	B	87%	▼
L35399	B	88%	▲
L28161	B	88%	▲
L11411	B	89%	▲
L35581	B	89%	▼
L25277	B	89%	▼
L25274	B	90%	▼
L46128	B	90%	▲
L35895	B	91%	▼
L38165	B	91%	▲
L44872	B	91%	▼
L18182	B	92%	▲
L15313	B	92%	▼
L38154	B	93%	▲
L26127	B	93%	▼
L25247	B	93%	▼
L15505	B	94%	▼
L20252	B	94%	▼
L24457	B	94%	▼
L45526	B	94%	▲
L25276	B	95%	▼
L29177	C	95%	▼
L15315	C	95%	▼
L36290	C	95%	▲
L35610	C	95%	▼
L18181	C	96%	▲
L15317	C	96%	▼
L19168	C	96%	▲
L15830	C	96%	▼
L21350	C	96%	▲
L31437	C	96%	▲
L28209	C	96%	▲

Part #	Part # POP Code	Cumulative VIO %	VIO Trend
L45598	C	96%	▼
L25692	C	97%	▼
L25848	C	97%	▼
L25646	C	97%	▲
L18179	C	97%	▲
L16162	C	97%	–
L30257	C	97%	▼
L26293	C	97%	▲
L35234	C	97%	▼
L38113	C	97%	▲
L25691	C	97%	▲
L25904	C	98%	▲
L25316	C	98%	▼
L14460	C	98%	▼
L25401	C	98%	▼
L30288	C	98%	▼
L15465	C	98%	▼
L14619	C	98%	▼
L29169	C	98%	▲
L31389	C	98%	▼
L44757	C	98%	▼
L36289	C	98%	▼
L38157	C	98%	–
L25545	C	98%	▼
L35280	C	98%	▼
L45308	C	98%	▼
L16291	C	98%	▼
L25564	C	98%	▼
L24466	D	99%	▼
L16161	D	99%	▼
L17019	D	99%	▼
L15309	D	99%	▼
L28812	D	99%	▼
L25511	D	99%	▼
L10193	D	99%	▼
L28176	D	99%	▲
L20011	D	99%	▼
L21405	D	99%	–
L39001	D	99%	▼
L35843	D	99%	▼
L11424	D	99%	▲
L34756	D	99%	▼
L25536	D	99%	▼
L39170	D	99%	▼
L45514	D	99%	▼
L26288	D	99%	▼
L31385	D	99%	▲
L24484	D	99%	▼
L39171	D	99%	▲
L39175	D	99%	▲
L30260	D	99%	▼
L35909	D	99%	▼
L35476	D	99%	▼
L11394	D	99%	▲
L25251	D	99%	▼
L45579	D	99%	▼
L35906	D	99%	–
L25690	D	99%	▼
L30165	D	99%	▼
L43056	D	99%	▼

Part #	Part # POP Code	Cumulative VIO %	VIO Trend
L35890	D	99%	▼
L34875	D	99%	▼
L25777	D	99%	▼
L30084	D	99%	▼
L14758	D	99%	▼
L21406	D	99%	–
L40039	D	99%	▼
L16160	D	99%	▼
L35544	D	99%	▼
L30141	D	99%	–
L19174	D	99%	–
L10085	D	99%	▼
L28180	D	99%	▼
L25230	D	99%	▼
L30005	D	99%	▼
L10291	D	99%	▲
L35593	D	99%	–
L10183	D	99%	▼
L11407	D	99%	▼
L20064	D	99%	▲
L45259	D	99%	▼
L37212	D	99%	▼
L30251	D	99%	▼
L17819	D	99%	▼
L17662	D	99%	▼
L38167	D	99%	–
L40084	D	99%	▼
L45126	D	99%	▼
L44748	D	99%	▼
L44798	D	99%	▼
L40316	D	99%	–
L20073	D	99%	▼
L34421	D	99%	▼
L10028	D	99%	▼
L34002	D	99%	▼
L15438	D	99%	▼
L20290	D	99%	▼
L24008	D	99%	▼
L20020	D	99%	▼
L20014	D	99%	–
L30003	D	99%	▼
L30042	D	99%	▼
L34750	D	99%	▼
L10101	D	99%	▼
L14753	D	99%	▼
L10109	D	99%	▼
L34480	D	99%	–
L15641	D	99%	–
L20178	D	99%	▼
L15844	D	99%	▼
L17695	D	99%	–
L35495	D	99%	–
L20701	D	99%	–
L35492	D	99%	–
L40010	D	99%	–
L10222	D	99%	–
L35636	D	99%	–
L40124	D	99%	–
L20024	D	99%	–
L20051	D	99%	–
L20700	D	99%	–

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

Techline:
800-526-4250

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pureoil.com

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