



NOTHING GETS BY US.®

Automotive Filtration Products

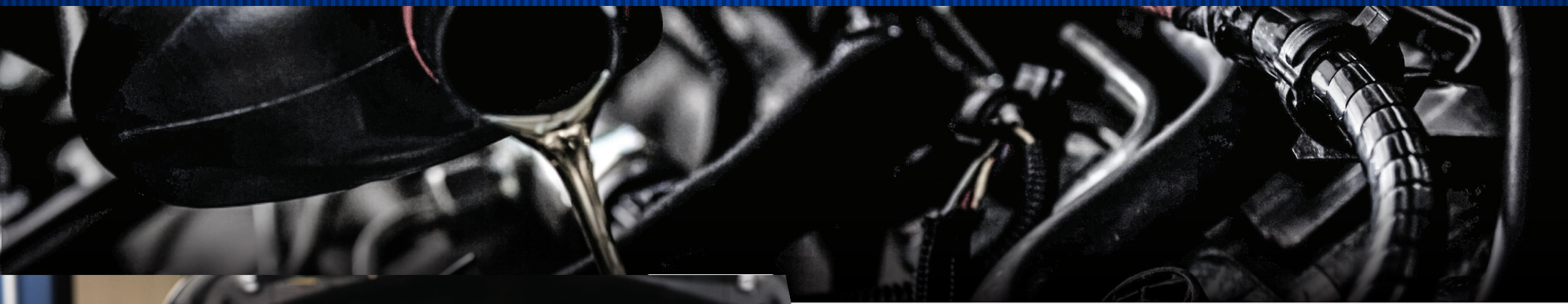


NOTHING GETS BY US.®

When it comes to protecting vehicles and drivers from dirt and debris, nothing gets by Purolator® filters. Because nothing gets by our people. We invented the oil filter in 1923 – and we've been relentlessly perfecting oil, air, cabin air and fuel filters ever since.

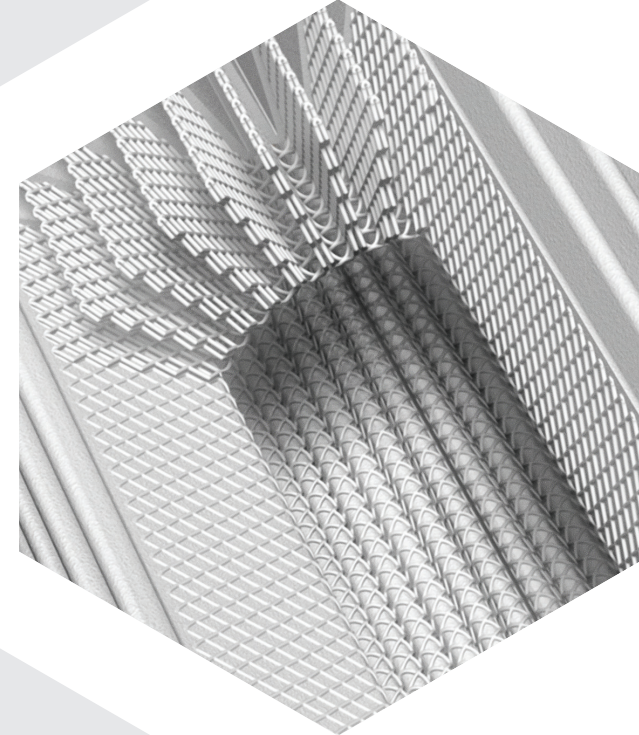
With countless filtration patents, Purolator is trusted by both technicians and DIYers to provide exceptional Dirt Removal Power.™ It's our mission to stay a step ahead of the contaminants that threaten today's high-tech engines.





Purolator Protects, Everyone

We are the DIYer. We are the professional technician. Purolator identifies with those who refuse to let anything get by them. We meet the needs of all types of drivers and defend all types of vehicles – in even the harshest environments. Whether it's a dusty back road, extreme temperatures, or the stop-and-go of a city commute. We protect the engine, the fuel tank and even the air people breathe.



Work. Ethics.

Purolator's hardworking people are thorough, diligent and in constant pursuit of new learning. And rest assured, NOTHING GETS BY US.[®] Nearly a century after inventing the oil filter, Purolator continues to manufacture to the high standards maintained by American workers in Fayetteville, North Carolina. Our people embody the ideals we've always stood for: **Protection. Craftsmanship. Experience. And Trust.** You'll find the filters they make protecting engines on every back road, main street and highway in communities like yours around the country.



INVENTOR OF
THE OIL FILTER[™]


AN AMERICAN
BRAND SINCE 1923[™]



We Saw That Coming

Engines and oils have evolved dramatically in the past decade. We have the technology, knowledge and resources working 24/7 to anticipate this rapidly changing environment.

Our collaboration with the North Carolina State Innovation Center brings together the most innovative minds to continually seek the next generation in filtration. Through this ongoing research and development, we are constantly striving to improve the performance of our products, as well as the customer's experience.

Manufacturing Excellence

As vehicle engine and cabin designs have accelerated in complexity, Purolator continues to demand precise measures to ensure the best possible product performance.

Purolator's team of dedicated technical specialists and engineers has specific expertise in filtration technology. To further strengthen our position, Purolator products benefit from MANN+HUMMEL, a leading German filter manufacturer to the OEM/OES market. Our customers benefit from the quality standards and manufacturing rigor in our German engineering processes, combined with the ingenuity and industry knowledge of our American engineering team.



Stringent quality management:

- Full range of testing ensures highest quality – pressure/burst tests, leak tests and more
- Speed to market is a priority focus; new parts made well and available now are the key to strengthening our customer's competitive position
- Ensuring consistency and reliability – from the highest quality components to strict internal processes and documentation
- Fully certified: ISO 9001, ISO 14001 and IATF 16949



The Right Oil Filter for Every Driver

Engines and oils have evolved and Purolator filters have evolved right along with them to meet the needs of today's high-tech engines. Our exceptional Dirt Removal Power™ helps keep oil free of harmful contaminants – like dirt, soot and other debris.

Purolator oil filters perform well regardless of oil type or viscosity. To get the maximum performance out of your engine oil, match the right filter choice that best meets the life expectancy and performance of the oil.

With filters for every type of car, every environment and every type of driver, you'll always have the right filter to match your customers' driving habits.

DRIVER			
Oil change interval (miles)	10,000 miles	15,000 miles	20,000 miles
Ideal oil match*	Conventional	High mileage and synthetics	Full synthetics
Vehicle coverage	Nearly all vehicles on the road	Most popular vehicles – import and domestic	Many popular vehicles
Driving habits	Typical/highway driving	City driving, stop-and-go, towing/hauling	City driving, extreme stop-and-go, frequent towing/hauling
Driving environment	Standard	City traffic, dusty roads	Extreme temperatures, mountains, demanding city traffic
PRODUCT			
Dirt Removal Power™	96.5%	99%	99%+
Dirt holding capacity†	13g	15g	27g
Filter media type	Multi-fiber high-density Media	High-density synthetic blend media	SmartFUSION Technology™ full synthetic media
Anti-drainback valve	Silicone – performs better, longer	Silicone – performs better, longer	Silicone – performs better, longer
Gasket	Nitrile	PTFE coated	PuroSEAL Gasket™ (ethylene-acrylic)
End caps	Metal	Metal	Metal
Center tube	Double helix metal	Double helix metal	Double helix metal

*May be used with any oil type or viscosity
†Based on ISO 4548-12 at 20 microns on L30001 and PL30001; 25 microns on PBL30001

Choosing a Better Filter Pays Off

SmartFUSION Technology™ Full Synthetic Media
Providing maximum engine protection for up to 20,000 miles with over 99% Dirt Removal Power™*

Double-Helix Metal Center Tube
Built with superior strength and designed for optimal oil flow

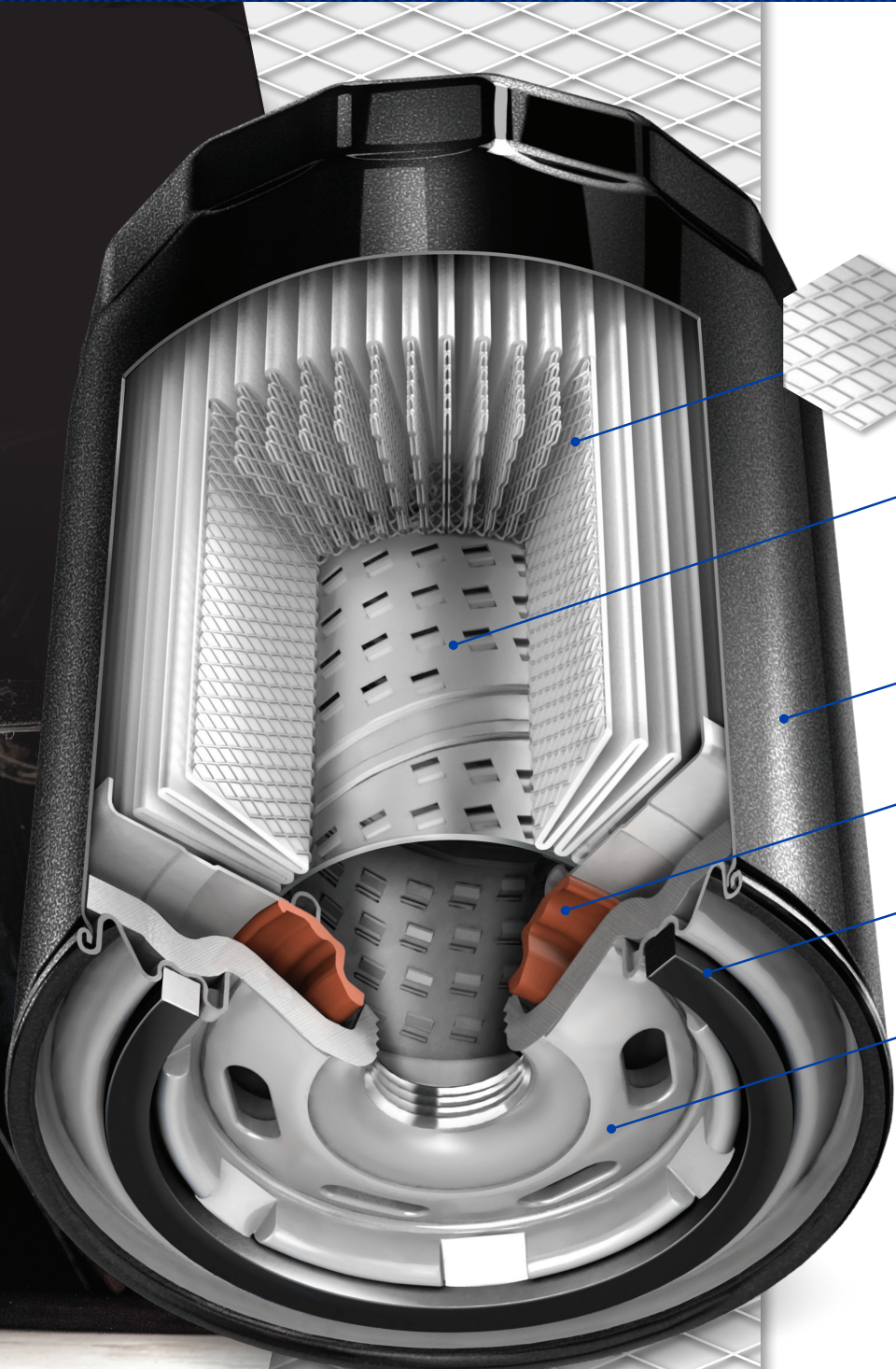
Heavy Duty BOSS Steel Casing™
To withstand extreme pressure

Silicone Anti-Drainback Valve
To prevent dry starts

PuroSEAL Gasket™
Made from ethylene acrylic for maximum leak protection and life expectancy

HEAVY DUTY BASEPLATE
To ensure a highly secure seal

Using a premium filter over the life of the vehicle keeps more dirt out of the engine, optimizing day-to-day performance and extending engine life. Unlike some components, oil filters provide no visual or audible cue when they are underperforming. But the effects add up over time, causing harmful engine wear. Don't let customers wait thousands of miles to find out that a basic oil filter has failed to protect their engines. Show them the value of upgrading the filter with each oil change.





SmartFUSION Technology™
Full Synthetic Media
 up to **20,000**
MILES

Greater filtering capacity for
 maximum engine protection

PurolatorBOSS® Premium Oil Filters

PurolatorBOSS® Oil Filters are the next generation in oil filtration. Featuring our exclusive SmartFUSION™ Technology full synthetic media, PurolatorBOSS provides up to 20,000 miles of engine protection. Engineered to be the ideal match for full synthetic oils, PurolatorBOSS out performs in the most extreme driving conditions.

Choose PurolatorBOSS® for these driving conditions:

- Heavy, congested traffic
- Frequent short trips and stop-and-go driving
- Towing – boat, travel trailer, utility trailer, jet ski, etc.
- Off-roading
- Extreme temperatures – hot or cold!
- Extensive engine idling and frequent engine stops
- Mountainous terrain
- Dusty conditions – dirt/gravel roads, construction sites, farms, off-road, etc.

The power of BOSS:

- SmartFUSION Technology™ full synthetic media providing maximum engine protection for up to 20,000 miles
- Over 99% Dirt Removal Power™*
- Double-Helix Metal Center Tube built with superior strength and designed for optimal oil flow
- Silicone Anti-Drainback Valve to prevent dry starts
- PuroSEAL Gasket™ made from ethylene acrylic for maximum leak protection and life expectancy
- Heavy Duty BOSS Steel Casing™ to withstand extreme pressure
- Heavy Duty Baseplate to ensure a highly secure seal
- Available for the most popular vehicle applications - domestic or import

*Based on ISO 4548-12 at 20 microns on L30001 and PL30001, 25 microns on PBL30001



PurolatorONE™ Oil Filters

PurolatorONE Oil Filters provide advanced engine protection and keep engines operating at peak performance for most vehicles on the road today. Made with a high-density synthetic blend filter media, PurolatorONE maintains its integrity and filtering capabilities between oil changes. Ideal for a wide range of tough driving conditions, including towing, stop-and-go traffic, commuting and harsh weather conditions, this filter protects your engine for the miles ahead.

- Synthetic Blend Media provides up to 15,000 miles of advanced engine protection
- 99% Dirt Removal Power™*
- Double-Helix Metal Center Tube helps optimize oil flow
- Silicone Anti-Drainback Valve to prevent dry starts
- PTFE Treated Gasket - Heat resistant - Stays flexible for advanced leak protection and provides easy installation and removal
- Available for popular vehicle applications - domestic or import



Purolator® Oil Filters

Purolator Oil Filters are engineered to meet original factory performance. Made for routine driving conditions, Purolator's rugged construction provides proven filtration performance. Purolator delivers the premium engine protection your vehicle demands to keep it running smoothly.

- Multi-Fiber High-Density Media for up to 10,000 miles of premium engine protection
- 96.5% Dirt Removal Power™*
- Rugged Internal Construction - Wear-resistant metal end caps and center tube
- Silicone Anti-Drainback Valve to prevent dry starts
- Available for just about every passenger car and light truck

PurolatorBOSS® Premium Cabin Air Filters with Febreze Freshness

The average American spends almost 300 hours in their car every year. That's a lot of time spent breathing potentially dirty, unpleasant air. PurolatorBOSS Premium Cabin Air Filters with Febreze Freshness are designed with triple-layer protection. This powerful combination blocks and controls odors while preventing mold and bacteria growth on the filter. The filter effectively captures fine dust particles and inert allergens that have been known to cause respiratory issues.

- Blocks and controls odors with Febreze Freshness
- Unscented for fresh, clean air smell
- Filters virus aerosols*
- Prevents odor-causing bacteria and mold growth on the filter
- Filters out fine dust particles, dirt, soot, pollen and other inert allergens from entering the vehicle's cabin
- Unlike HEPA type cabin air filters, PurolatorBOSS Premium Cabin Air Filters provide high efficiency while optimizing airflow through the vehicle's HVAC system
- Aids in A/C, heater and defroster performance
- Available for many popular vehicles – domestic and import
- Replace every 12 months or 12,000 miles** for optimum performance - or more frequently in harsh or dusty environments

* At this time product with viral claim not available for sale in CO, DC, HI, IN, NM, OK, WA, WV or WY pending state approval.

** Limited warranty. See product catalog or explore complete warranty information.

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TRIPLE-LAYER PROTECTION WITH FEBREZE FRESHNESS

ANTIMICROBIAL LAYER

prevents odor-causing bacteria and mold growth on the filter

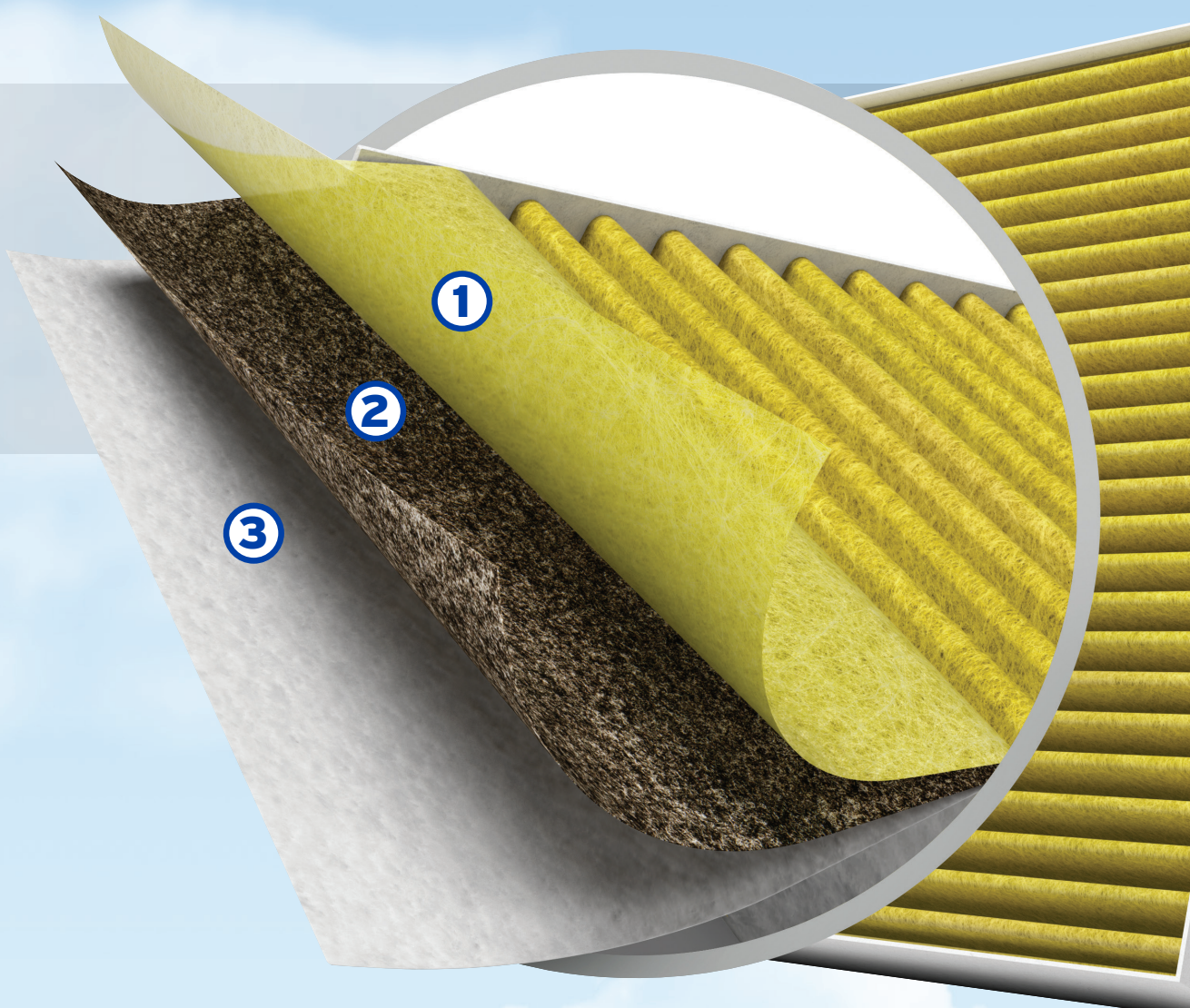
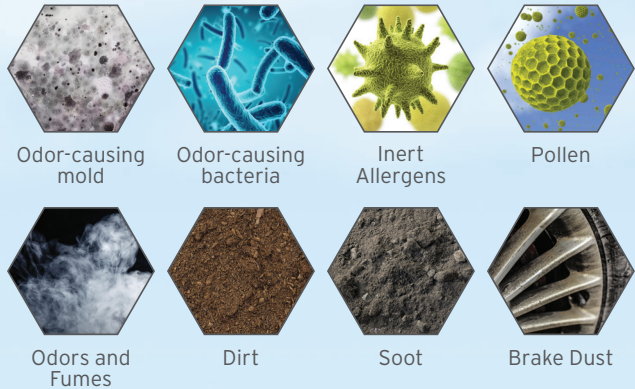
ACTIVATED CHARCOAL LAYER

absorbs odors and gases

PARTICULATE LAYER

blocks fine pollutants like road dust, dirt, pollen and other allergens

PurolatorBOSS® Premium Cabin Air Filters with Febreze Freshness block:





PurolatorONE™ Air Filters

Replacing a clogged air filter can significantly impact overall engine performance and efficiency. PurolatorONE Air Filters are available for most vehicles on the road today and help protect engines against dust, dirt, soot and other harmful debris.

- 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"

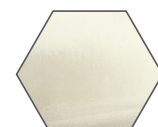


PurolatorONE™ Cabin Air Filters

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. Get up to 99% Dirt Removal Power™ by installing a new PurolatorONE Cabin Air Filter today!

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

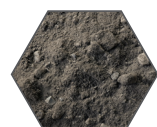
*Refer to your owner's manual for recommended maintenance schedules for your vehicle.



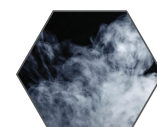
Dust



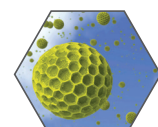
Dirt



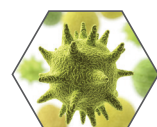
Soot



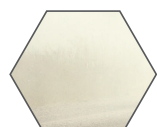
Odors and Fumes†



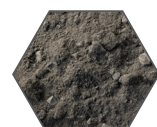
Pollen



Inert Allergens



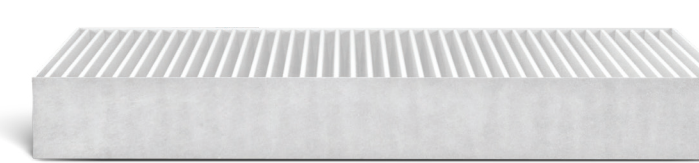
Dust



Soot



Dirt



†Carbon applications only, as specified by OE.



PurolatorSPORT™ Oil Filters

PurolatorSPORT™ is engineered with advanced media to provide superior Dirt Removal Power™ and maximum protection for motorcycles, ATVs, snowmobiles and recreational watercraft. To add more style to your ride, chrome filters are available for specific models.

- Premium engine protection
- Engineered for OE fit, form and function
- Multi-fiber, high-density media
- Anti-drainback valve protects against dry starts*
- Bypass valve and metal center tube allow for optimum oil flow

*May vary by application.



Purolator® Fuel Filters

A clogged fuel filter could lead to contaminants in your fuel system - a common source of engine system failure. Protect fuel pumps and fuel injectors from these costly malfunctions by changing your fuel filter with a Purolator Fuel Filter replacement. Purolator® Fuel Filters scrub fuel clean of dirt, rust and other contaminants for smooth and efficient engine performance.

- Removes water from the fuel system*
- High efficiency media prevents rust and corrosion, keeping fuel contaminant-free
- Replace annually for peak performance
- Meets or exceeds OE specifications

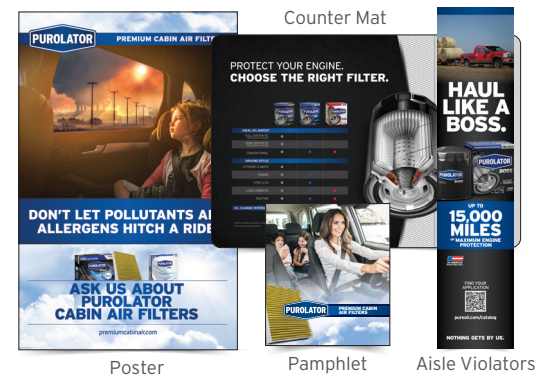
*May vary by application.



PurolatorTECH™ Professional Grade Protection

Our full line of professional grade oil, air, cabin air and fuel filters is the choice of shops large and small. Technicians know they can expect consistent OE quality filtration and broad coverage to make service simple and profitable. Engineered with durable construction and advanced filter media, PurolatorTECH Filters protect your customers' vehicles – and your reputation.

Retail



Trade



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



PurolatorPRO

Download now to view our technician/professional catalog and more



