

OIL FILTERS

ADVANCED
3X ENGINE PROTECTION*

SUPERIOR
6X ENGINE PROTECTION*

ULTIMATE
10K MILE PROTECTION*

FRAM®

DON'T FAIL YOUR ENGINE.

AIR FILTERS

HELP KEEP THE DIRT OUT

Changing your air filter regularly helps:

- Prevent excessive engine wear.
- Maintain factory performance.

FRAM recommends changing your engine's air filter every 12,000 miles.*

12,000 MILE FILTER

- Engineered to FRAM high quality standards.

TOUGH GUARD®

- Pre-oiled media delivers increased dirt-holding capacity for tough driving conditions.
- Designed specifically for SUVs and light-duty trucks.

CABIN AIR FILTER

- Uses ARM & HAMMER® Baking Soda and activated carbon to deodorize and filter outside air entering your car.
- Filters 98% of road dust and pollen to improve driving comfort.**

FILTERS SHOULD TAKE ABUSE, NOT ENGINES.

HELP KEEP YOUR ENGINE HEALTHY.

When your oil breaks down, damaging dirt and particles can threaten the life of your engine. Next time you change your oil—**depend on FRAM.**

Note: Filters and media images are for illustrative purposes and media layers and filters may not be exactly as shown.

Always choose FRAM quality air filters.

* See vehicle manufacturer's recommendation for change interval.
** Road dust and pollen particles ranging in size from 5–100 microns. ARM & HAMMER and the ARM & HAMMER logo are registered trademarks of Church & Dwight Co., Inc. and are used under license.

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FRAM

THE DIRT STOPS HERE™



FRAM

RADIO & PRINT ROLLOUT

CELEBRATING 75 YEARS OF FILTER INNOVATION

HARNESS THE POWER OF FRAM® WITH A NATIONWIDE AD BLITZ

FRAM premium oil filters with advanced engine protection are being promoted heavily with national TV, radio and magazine advertising. FRAM is steadily spending millions of dollars to get the word out.

- Advertising will reach at least 100 million people in a year.
- Research shows that consumers are 6X more likely to prefer a FRAM filter over the next closest competitor.
- The power of the FRAM brand is the trust, reliability and premium performance that consumers associate with FRAM oil filters.

Print ads running from April through September with four-color, one-third-page ads in automotive and outdoor/lifestyle magazines.



Online ads to reach millions of sports and auto-enthusiast websites.

Network radio in the first and second quarter with 15- and 30-second spots running throughout the day. All placement will take place during NBA, NCAA and NASCAR coverage.

As an oil filter's dirt-trapping efficiency is a measure of how well it filters, dirt-holding capacity measures how long it can keep on filtering. FRAM premium oil filters deliver the ideal balance of both, for advanced engine protection, mile after mile.



"NEXT OIL CHANGE, DON'T MESS AROUND—GO WITH FRAM. THE DIRT STOPS HERE."



- FRAM® Extra Guard®, Tough Guard®, and Xtended Guard™ oil filters offer three levels of engine protection for your customers.
- FRAM oil filters provide an ideal balance of dirt-trapping efficiency and dirt-holding capacity.
- The special blend of cellulose and synthetic materials in the filter media is the engineering behind these engine protection ratings.
- FRAM is spending millions in national advertising to promote its engine-protecting filters.
- The FRAM lineup of filters with three levels of engine protection provides you with the opportunity to appeal your customers, especially those who specify synthetic blend or fully synthetic motor oil.

Go to www.fram.com to find out more about engine protection ratings from FRAM. You can also get more information about the FRAM Advantage Professional Installer Program at www.framadvantage.com.

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INTRODUCING: NEW FRAM ENGINE PROTECTION RATINGS FOR ITS PREMIUM OIL FILTERS:

FRAM's newly reorganized line of filter offerings now provides several distinct levels of protection for your oil-change customers.



FRAM

REDEFINES ITS OIL FILTERS' CAPABILITIES...

FRAM

...IN DELIVERING ADVANCED ENGINE PROTECTION

The experts at FRAM, the American consumer's No. 1 oil filter choice, have developed new engine protection ratings based on their oil filter's dirt-trapping efficiency and its dirt-holding capacity. These new engine protection ratings will help you recommend the right oil filter for your customers.

- An oil filter's dirt-trapping efficiency is a measure of how well it filters.
- Dirt-holding capacity measures how long it can keep on filtering.
- FRAM premium oil filters deliver the ideal balance of both, for advanced engine protection, mile after mile.

MEDIA MAKES ALL THE DIFFERENCE

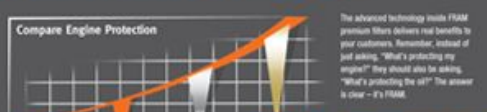
	EXTRAGUARD Uses cellulose & glass blended media to provide 3X MORE engine protection than the average of leading economy oil filters.*	3X ENGINE PROTECTION	AMERICA'S #1 MOST POPULAR OIL FILTER Sandberg Institute makes charging any FRAM filter easier, faster!
	TOUGH GUARD Uses a synthetic blend media that gives 6X MORE engine protection than the average of leading economy oil filters.*	6X ENGINE PROTECTION	UNRIVALS 90% MULTI-PASS EFFICIENCY Screen Over Bypass Valve: Prevents bypass of filter during cold start-up and a second layer of protection against larger particles of dirt.
	XTENDED GUARD Has specially engineered 2-gly synthetic media reinforced with a metal screen. It can deliver up to 10,000 miles of engine protection.**	10K MILE PROTECTION	DEWELL THE DIRT VS. LEADING ECONOMY FILTERS Silicone Anti-Drainback Valves: Protects your engine by keeping your filter full as vehicles get oil splatter at start-up.
	HIGH MILEAGE™ with TRIT™ Is a filter engineered especially for older VEHICLES WITH MORE THAN 75,000 MILES, and features Time Release Technology (TRIT™).	75K MILE PLUS PROTECTION	• Provides a controlled delivery of fresh oil additives from an internal gel every time you drive. • Helps maintain oil quality between oil changes. • Helps protect against corrosion wear, deposits and loss of viscosity.

THE INSIDE STORY BEHIND ADVANCED ENGINE PROTECTION

FRAM premium oil filters use quality engineered filter media, developed using the latest research, as well as relying on the company's 75 years of oil filter innovation. This highly engineered filter media is designed to trap dirt that could lead to premature engine wear, and keep on filtering the oil even after many weeks and thousands of miles of driving.

OFFER OUR GOOD, BETTER OR BEST TO YOUR CUSTOMERS. By offering three distinct levels of engine-protecting oil filters, you can appeal your customers to a FRAM filter that fits their driving habits. The lineup of "good, better and best" can change the way you sell oil filters and help increase your profit margins. What's more, since about 30% of oil changes are upgrades to synthetic blend or fully synthetic motor oil, a FRAM® Tough Guard® or Xtended Guard™ filter is a natural fit. Simply ask, "Since we'll be using a premium motor oil, why not use a premium of filter as well?"

THE FACTS



FRAM vs. Economy Filters				FRAM vs. Economy Filters			
Protection Level	Basic	Advanced	Superior	Protection Level	Basic	Ultimate	
Dirt Trapping Efficiency	1X	3X	6X	Dirt Holding Capacity	12g	25g	
Dirt Trapping Efficiency	<80%	95%	99%	Dirt Trapping Efficiency	<80%	97%	
Screen Anti-Drainback Valve	✓	✓	✓	Screen Anti-Drainback Valve	✓	✓	
Change Interval for Synthetic Blend Oil	5,000 MILES	5,000 MILES	10,000 MILES	Change Interval for Synthetic Blend Oil	5,000 MILES	10,000 MILES	
For Fully Synthetic Oil	✓	✓	✓	For Fully Synthetic Oil	✓	✓	

1. Based on leading economy filter's average. Recommended testing of filter efficiency and capacity of media reported in PSA, SAE and SAE 900 under SAE 900-10 for synthetic 5W-30 motor oil.
2. 10,000-mile change interval under normal driving conditions using fully synthetic motor oil. Consumers should observe recommended change intervals as listed in their vehicle's owner's manual.
*Engine protection is the measure of a filter's ability to not just trap dirt, but hold it for the life of the filter.
Filter, filters and media images are for illustrative purposes and media layers and filters may not be exactly as shown.
1. Various leading economy oil filter's average. Recommended testing of filter efficiency and capacity of media reported in PSA, SAE and SAE 900 under SAE 900-10 for synthetic 5W-30 motor oil.
2. Recommended testing of filter efficiency using FRAM 423216 and 4236 average and dirt holding capacity using 4236 average 4232 and their leading economy filter. Measurements under 100 km/h for performance 100 meters.
3. Various recommended change intervals are listed in your vehicle's owner's manual.
4. 10,000-mile change interval under normal driving conditions using fully synthetic motor oil.
5. Note: All FRAM filters are compatible with all of the oil types listed.

**INTRODUCING
THE NEW FRAM®
WEARGUARD® TRT™ FILTER –**



**ENGINEERED
TO HELP REDUCE
MAINTENANCE COSTS.**



Engine Series	FRAM® Wearguard® TRT™ Filter	FRAM® Wearguard® Filter
Mack ASET	TPH9376FP	PH9376FP
Volvo VED12	TPH8842FP	PH8842FP
Detroit Diesel Series 60	TPH7405AFP	PH7405AFP
Cummins ISX, ISM	TPH8891FP	PH8891FP
Caterpillar C13, C15 Series	TPH3335FP	PH3335FP



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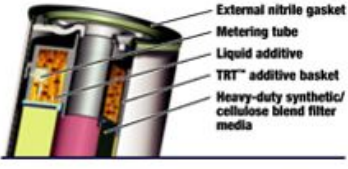


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**Breakthrough
Technology From FRAM**

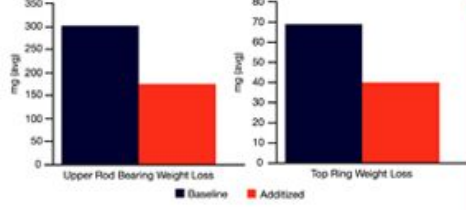
New FRAM® Wearguard® Time Release Technology (TRT™) filters are a breakthrough in oil management systems. Developed in the laboratory and perfected over more than a million fleet miles, FRAM® Wearguard® TRT™ filters can help your fleet extend oil-change intervals by impeding oil degradation in modern diesel engines.*

Strict new emissions standards have been implemented to reduce soot and NOx levels in the air. However, design changes in emission-controlled, heavy-duty diesel engines have placed increased stress on engine oil. New FRAM® Wearguard® TRT™ filters help maintain oil quality over the long haul. In fact, by helping to maintain oil quality, Wearguard® TRT™ filters are specifically engineered to help reduce escalating fleet-maintenance costs.



The patent-pending FRAM® Wearguard® TRT™ release mechanism uses oil flow to create hydraulic pressure, which drives the liquid additive through a metering tube at a controlled rate, where it mixes with the oil. The specially formulated additive is CJ-4 and CI-4 compatible.

Mack T-12 Dyno Test



Mack T-12 is an industry-standard dynamometer test used to determine an oil's ability to protect against engine wear in heavy-duty diesel engines that use EGR. Test results with the use of FRAM® Wearguard® TRT™ filters show reduced top-ring and upper-rod-bearing weight loss. This reduced wear is directly attributed to the FRAM® Wearguard® TRT™ filter's ability to retain oil TBN longer, extending the oil's useful life.

The FRAM® Advantage

With FRAM® Wearguard® TRT™ filters' additive package, which is designed to increase protection against oil degradation, and following a regular regimen of oil analysis, fleets can maintain or even extend oil-drain intervals.* It all boils down to this: FRAM® Wearguard® TRT™ filters can help your fleet reduce its maintenance costs.

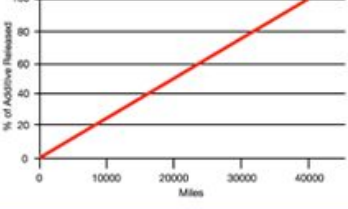
* Any decision to extend oil drain intervals must be based on oil analysis and adherence to OEM criteria for acceptable oil operating properties. Operating properties may include, but are not limited to, TBN, soot, viscosity and fuel dilution.



Controlled, Linear Additive Release

The Wearguard® TRT™ filter provides a controlled release of the highly concentrated liquid additive into the oil. To optimize the benefits of this additive package, the patent-pending release mechanism dispenses the additive in a linear manner, as shown in this chart, to help combat harmful acids that build up over the miles.

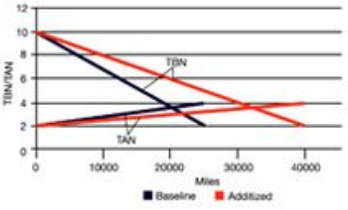
Ideal Addition Solution



Slowing the Degradation of Oil

An oil's Total Base Number (TBN) – its acid-neutralizing reserve – degrades over time and miles, especially in modern diesel engines that use exhaust gas recirculation (EGR). The Total Acid Number (TAN) measures the acidity level of the oil. The specially formulated liquid additive in FRAM® Wearguard® TRT™ filters is continuously metered into the oil supply, helping the oil maintain its quality longer.

Illustration Of TBN/TAN Behavior Over Time



Photos courtesy of Mack Trucks, Inc.

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