



AIR FILTERS

Right Part. Right Fit. Right Price Everytime!

Help Your Engine Breathe Easy With A New Motorcraft® Air Filter

Minimum Restriction, Maximum Filtering

- Multi-fiber high-density media captures harmful contaminants, yet minimizes restriction even as the filter approaches the end of its useful life
- Coated with a special chemical (surfactant) that enhances initial filtering efficiency and capacity
- Filters are efficiency tested to SAE and ISO standards to ensure peak performance throughout the life cycle of the filter

Designed And Tested To Demanding Ford Specifications

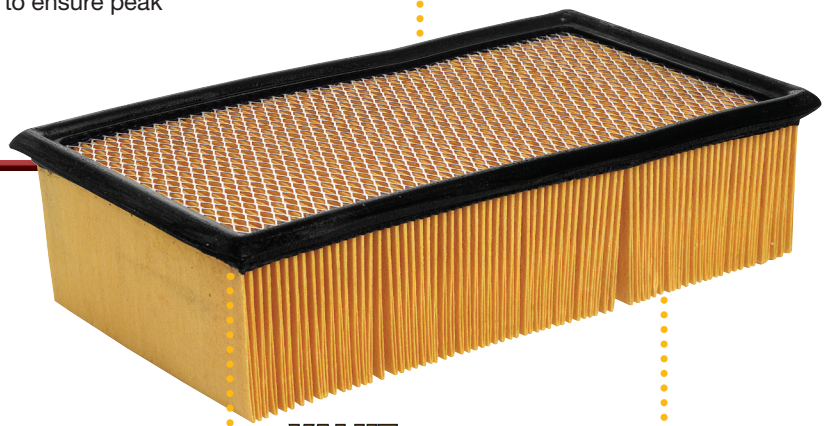
- Coating is formulated to help resist damage from oil and moisture
- Polyurethane seal material is used that provides superior sealing when exposed to high and low temperature cycles (-40 to +250 degrees Fahrenheit)
- Impregnated with phenolic resin that retains the pleated shape when exposed to heat and moisture
- Most have expanded wire and/or glue support beads for dimensional stability and resistance to collapse
- All Motorcraft® air filters are subjected to a battery of tests that include:
 - Filter efficiency and capacity – throughout the filter’s life cycle
 - Construction integrity – in extreme conditions of all types
 - Water soak and rupture that tests integrity of filters after being soaked in water
 - Heat and humidity aging

Low Price & Long Life for Excellent Value

- Designed specifically for each vehicle application; ensuring the right fit for your car or truck. This improves engine performance, and reduces engine contamination.
- 30,000 mile replacement cycle under normal driving conditions*
- Most Motorcraft® Air Filters are “Family Priced” with a single price point — simple, competitive, and easy to sell.**

PERFORMANCE

- Multi-fiber high-density media
- 99% efficient



VALUE

- 30,000 mile replacement cycle
- All air filters offered at one low price**

LONG LIFE

- Polyurethane seal
- Coated to resist oil & moisture

BUSINESS NAME
ADDRESS
Phone
E-mail or Website

* Consult Owner’s Guide for appropriate maintenance schedule based upon driving conditions.

** Price applies to most cars, sport utility and light truck applications. Excludes electric vehicle, commercial truck and diesel engine applications.