

Driving Conditions Can Be Severe

The dirt and dust of road construction can put a strain on your engine. So can stop-and-go driving or cold weather. Oil and air filters trap the dangerous contaminants common to all road types and driving styles – contaminants that cause engine wear in cars, trucks and SUVs.

With Purolator Classic oil and air filters, you get the quality you need to protect your engine and ensure smooth performance. Purolator Classic filters are particularly recommended for the following driving conditions:

- Low mileage driving (under 15,000 miles per year)
- Highway driving



**Purolator Classic
Oil Filter**
97.5%* efficient

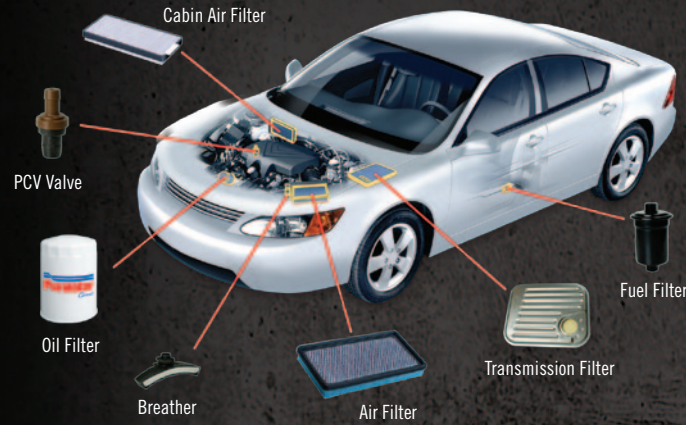


**Purolator Classic
Air Filter**
96.5%** efficient

Protect your investment and your car's performance

- Replace oil filters when you change your oil every 3 months or 3,000 miles, or as recommended by your vehicle manufacturer.
- Replace air filters every 12 months or 12,000 miles or as recommended by your vehicle manufacturer.

FORGOTTEN FILTERS SILENTLY PROTECT YOU AND YOUR CAR



PCV Valve

Positive Crankcase Ventilation (PCV) valves combine a breather and crankcase ventilation system to protect your engine from harmful gases, which can impact the life of your engine and engine oil.

Breather

Breathers filter fresh air that has been drawn into the engine's crankcase, and in the process, keep harmful contaminants from damaging vehicles.

Transmission Filter

Transmission filters prolong the life of the transmission by keeping transmission fluid free of damaging particles.

Fuel Filter

Fuel filters are the last line of defense against damaging contaminants. A dirty fuel filter can cause a decrease in engine performance.

www.pureoil.com

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Be Car Care Aware

Purolator
Classic

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HIGH QUALITY PROTECTION AND PERFORMANCE

Purolator Classic filters keep your vehicles running smooth



Purolator
Classic

CLASSIC PROTECTION SUPPORTS THE LIFE OF YOUR ENGINE

Purolator Classic is Your Best Choice for Automotive Filtration



Air filters trap contaminants so they don't damage engines. They also help keep contaminants from depositing on airflow sensors in fuel-injected cars, improving performance.

Oil filters protect your engine by trapping dust, metal shavings and other wear-inducing particles.

Quality Engineered for More Than 85 Years

Purolator invented and perfected the oil filter and now provides a full line of filtration products. For more than 85 years, every filter engineered under the Purolator name has been designed with one goal in mind: delivering pure air and pure oil to your vehicle's engine. As you continue to change your oil and air filters regularly, Purolator Classic filters continue to protect your engine.

When you choose Purolator Classic, you can count on protection and performance that keeps your vehicle running smooth.

Purolator Classic Oil Filters

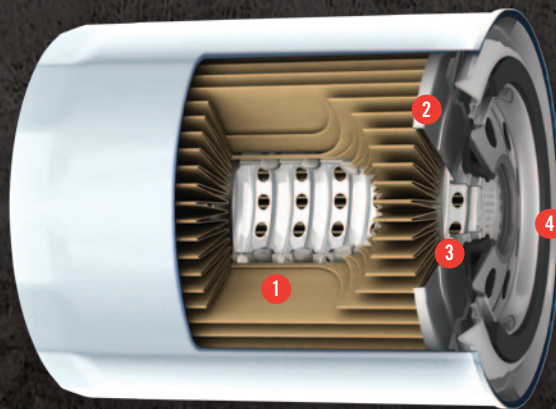
Dirt. Metal shavings. Bug parts.

The crud that gets in your oil – even the microscopic bits – is a hazard to your engine. Particles cause friction and induce wear, making your engine old before its time. Efficient filters trap and hold particles so they can't cause damage.



The Purolator Classic Oil Filter traps 97.5%* of engine oil contaminants. It's designed to deliver pure oil now and pure oil later.

*Based on ISO 4548-12 at 20 microns on PL30001



- 1 Multi-fiber high-density interwoven media grabs wear-inducing particles
- 2 Metal end caps, not cardboard (as applicable), force dirty oil through the media
- 3 Anti-drainback valve (as applicable) minimizes engine dry start
- 4 Internally lubricated Nitrile gasket requires less torque for removal

Purolator Classic Air Filters

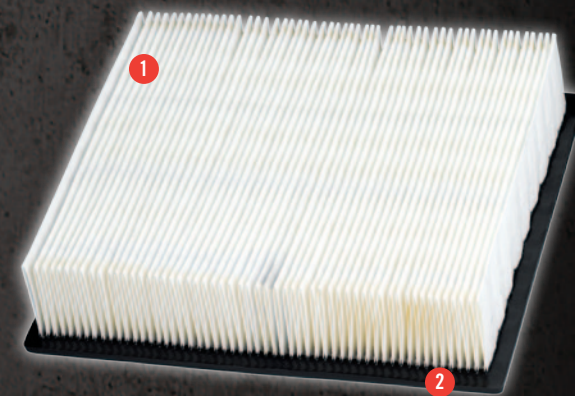
10,000 GALLONS

Amount of air your car's engine can use for every gallon of gasoline burned. (Car Care Council, carcare.org)

11% IMPROVEMENT

The effect a clean air filter can have on acceleration, according to a U.S. Energy Department February 2009 report. (www.osti.gov/bridge)

The design of Purolator Classic Air Filters enables them to trap 96.5%** of harmful contaminants. **Based on ISO 5011 on PA24278



- 1 Multi-fiber high-density media grabs wear-inducing particles
- 2 Sealing gasket forces air through media for better contaminant removal

