

Press Information

Breathe Easier Without '2/55 Air Conditioning'

BROADVIEW, IL, September 4, 2008 – Back in the days before climate control systems became standard equipment on most cars, motorists 'bragged' that they had '2/55 air conditioning' (2 windows down, 55 miles per hour...). Today, not only do vehicles have advanced systems for heating and cooling but also, because air quality has deteriorated since then, most of the time we spend in our cars, trucks, and SUVs is with the windows rolled up.

"With the increased sensitivity to air quality, car makers have, for a number of years now, been equipping vehicles with cabin air filters to trap pollen, dust, soot, and other contaminants that can enter a vehicle through the air vents even when the windows are rolled up," said Ramon Nuñez, Director of Filtration for Bosch, joint venture owner of Purolator Filters NA LLC. Purolator manufactures and supplies BreatheEASY® cabin air filters to the North American automotive aftermarket.

BreatheEASY cabin air filters are designed to clean and protect the air that drivers and passengers breathe, reduce the dust accumulation inside the car and keep it cleaner. The BreatheEASY cabin air filter's non-woven, uniquely engineered media traps and retains even the finest particles of dust, dirt and pollen. In addition, on some filters, an activated charcoal component also absorbs toxic and foul-smelling gases like ozone, nitrogen oxide, sulfur dioxide and hydrocarbons, as well as other industrial and agricultural odors that may be present.

"Air quality is important, for healthy people as well as for those who suffer from allergies, asthma, and other respiratory ailments," explained Nuñez. "For that reason, it's important to change your vehicle's cabin air filter once a year or every 12,000-18,000 miles."

"Fortunately," said Nuñez, "cabin air filters are inexpensive and, in many cases, easy to replace. Many of our BreatheEASY cabin air filters come with illustrated installation instructions. Filters may be found in places such as under the dashboard, behind the glove box, or in the air box in the engine compartment, to name a few. Replacement takes anywhere from 10 minutes to an hour, depending on the make and model of the vehicle and, in most circumstances, can be done by your average DIYer."

"So if yours is one of the 45 million vehicles on the road that's equipped with a cabin air filter, and you don't remember having changed it in a year, this is probably a great time to do so," Nuñez said. "You will breathe a lot easier."

Purolator manufactures and supplies high quality automotive filters to the North American aftermarket. Inventor of the automotive oil filter in 1923, Purolator has, since then, pioneered more than 40 'firsts' in the filtration industry. In fact, the first automotive oil filter was called a 'Purolator,' short for 'pure oil later.' Currently, the Purolator brand has more than 2,000 part numbers for automotive, light truck and heavy-duty applications. Now part of the Bosch umbrella of automotive aftermarket products within NAFTA, Purolator's advanced aftermarket filters include:

- PureONE and Purolator oil filters
- PureONE and Purolator air filters
- BreatheEASY cabin air filters
- The 'forgotten filters,' including transmission filters, fuel filters, breathers and PCV valves.