



Press Information

New Purolator Web Site – A Virtual Gold Mine on Filters

For Automotive Enthusiasts and Service Professionals

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BROADVIEW, IL – In this age of 24/7 electronic information, the majority of us first turn to the Internet when we need answers. It's no surprise then that www.purolatorautofilters.net, a fresh new Web site recently launched by Purolator Filters, has been especially designed to provide virtually every kind of filter information needed by do-it-yourselfers (DIYers) as well as automotive parts and service professionals.

"In tough economic times, many vehicle owners may well choose to tackle a relatively easy service item such as an oil and filter change to save money," said Monica Odom, Senior Brand Specialist, for Purolator Filters NA LLC. Purolator, which invented the first automotive oil filter in 1923, today, is a leading supplier of oil, air, cabin, fuel, and transmission filters to vehicle manufacturers and the aftermarket, including DIYers and service professionals.

"Automotive parts and service professionals who are constantly fielding questions from their customers or have their own technical or other questions about a particular product, are always looking for an authoritative source for answers," Odom continued.

"For both of these groups, including those motorists who simply enjoy working on their own cars or that of their family or friends, this new Web site is a virtual gold mine of information on automotive filters – especially because it is based upon our research on the kind of information our customers need most often," she said.

From an easy-to-use application guide to help identify a correct part number, to specs and a product image for virtually every filter offered by Purolator, this new Web site has been especially designed to be user-friendly and easy to navigate.

Ways to Learn

Having invented the automotive oil filter and spearheaded many subsequent developments and technological advancements in filter technology over the years, Purolator Filters has amassed an extensive body of knowledge on the various aspects of filtration. They are now making this information available to the public. As a result, a special section titled, 'Resources,' a reference database of filter-related facts and technical information includes:

- The Filter Finder – a full e-catalog for locating the correct part number for any vehicle application.
- A simple cross-reference library to convert most other brands of filters to the proper Purolator part number.
- The Where-to-Buy Section includes logos and links to automotive parts stores where Purolator products can be purchased.
- Frequently Asked Questions (FAQs)
- The News section houses Purolator press releases and stories published in the media. These releases and stories often contain valuable information on product features and application tips.
- A particularly useful service for consumers is the Purolator Response Office (PRO). This e-mail or telephone service allows DIYers, as well as technicians and parts professionals, to ask a Purolator 'PRO' any filter-related question via phone or e-mail and receive a personal reply within 48 hours.

Another section called, "Documents" is dedicated to individual product brochures for PureONE and Purolator oil and air filters, and other documents such as Purolator Motorcycle and ATV filter application guide, etc. "We've also planned to include a library of make-and-model specific cabin air filter instruction and installation sheets," said Odom, "and though it's not available yet, it will be soon."

Ways to Save

Whether it is through special offers, discounts or rebates, consumers always appreciate putting a couple of dollars back into their pockets. For that purpose, the Web site includes a special section called "Promotions" with complete information on rebates and discounts along with downloadable rebate forms when applicable.

Not only that, a visitor can join the Purolator Club – also listed under the Promotions drop-down menu – and register and create a user profile to receive e-mails with promotional materials and news. And, if you happen to be one of those who find it difficult to recall the last time you changed your vehicle's oil, air or cabin air filters, you can sign up to receive e-mail reminders when it's time for you to do so.

Something for Everyone

Whether you are looking to install an air, oil or cabin air filter for the first time and are simply searching for technical or product information, or are an automotive enthusiast and also a fan of NASCAR racing, there is something for everyone at www.purolatorautofilters.net.



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For racing fans visiting the Web site, the "Motorsports" section underscores Purolator's racing connection with Hendrick Motorsports and nationally recognized race car drivers such as Mark Martin, Jeff Gordon, Jimmie Johnson, and Dale Earnhardt, Jr. Listed under the same drop-down menu are individual links to the personal Web sites of these drivers that any racing enthusiast would love to check out for fun and entertainment. Besides, if you want to learn more about upcoming racing events, the menu also includes a list of all the NASCAR races for the season.

Most significantly, in linking race performance with street performance, this Web site communicates a subtle message to the consumer about the quality and reliability of Purolator filters. For the first-time user, as well as the service professional, Purolator's partnership with Hendrick Motorsports testifies to its commitment to constructing filters that meet the highest standards of racing as well as the demands of every day street driving. The message is, there is a lot of dust and debris during a race and a vehicle's filters need to perform optimally even under these harsh engine operating conditions. And, if they do so for Team Hendrick drivers, then they can certainly do it for you!

So, day or night, if you decide to access www.purolatorautofilters.net, be prepared to encounter a wealth of automotive filter-related information from things you can learn to ways you can save. And, if that's not enough, send in your question to a Purolator PRO and get back an answer within 48 hours!