



Press Information

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NEW PUROLATOR WEB SITE — A VIRTUAL ENCYCLOPEDIA ON AUTOMOTIVE FILTERS

Las Vegas, NV, November 5, 2008 – Purolator Filters has launched a fresh new Web site, <http://www.purolatorautofilters.net/>, designed to provide nearly every kind of filter information to do-it-yourself customers as well as automotive professionals. From an easy to use Application Guide to help identify the correct part number, to specs and a product image for virtually every filter offered by Purolator, the new site is designed for easy navigation.

The new Purolator Web site also offers the Purolator Response Office (PRO) an e-mail plus telephone service to contact the PROs to receive quick answers to most any filter-related question that might be asked by DIYers or service professionals.

The new Web site, <http://www.purolatorautofilters.net/>, covers a wealth of information on:

Products – Detailed product information on Purolator's full line of oil, air, cabin air, fuel and transmission filters, as well as PCV valves and breathers. This area also includes detailed information specific to motorcycle and ATV filters.

Promotions – Special offers, discounts, and rebates will be explained here, along with downloadable rebate forms. A noteworthy addition is the Purolator Club where consumers can register their information and create a user profile to receive emails, promotional materials or news. They can also sign up to get email reminders to have their oil, air, or cabin filter changed.

Motorsports – Twenty five years ago, Purolator filters and Hendrick Motorsports first teamed up to go NASCAR racing. Now, in 2009, Purolator is once again the official oil and air filter for Hendrick Motorsports. Drivers Dale Earnhardt Jr., Jeff Gordon, Jimmie Johnson and Mark Martin will be racing for the checkered flag running on Purolator oil and air filters.

Resources – This special section represents a particularly useful reference database that is a virtual encyclopedia for filter-related facts and technical information. Included are:

- Full e-catalog for locating the correct part number for your application.
- Simple cross-reference library to convert most other brands of filters to the proper Purolator part number.
- The Where to Buy Section shows the logos and links to retailer stores where Purolator products can be purchased.
- Frequently-Asked-Questions

Of particular interest is the new Purolator Response Office – Contact the PROs. This exclusive service offers DIYers as well as technicians and parts professionals the opportunity to ask a Purolator PRO any filter-related question via e-mail or telephone and receive a personal reply. Since Purolator invented the very first automotive oil filter in 1923, the company has amassed a huge body of knowledge on every aspect of filtration, and is now making this information immediately available to anyone.

Documents – Soon visitors to the new Purolator Web site will have access to a library of make-and-model-specific instruction and installation sheets, along with product brochures and other supporting documents.

News – A dedicated section of the site, available to both the public and the media, will include press releases and photos relating to the full line of Purolator filtration products.

"Our new Web site, <http://www.purolatorautofilters.net/>, is designed primarily as a valuable tool for our DIY customers as well as automotive professionals," said Monica Odom, Brand Specialist. "Based on our research to determine the kind of information our customers seek most often, this new site fulfills nearly every single need we identified in the process. There is, of course, a place for visitors to contact us, along with comments or suggestions that can make this exciting new Web site even more useful. We look forward to their feedback. "

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.

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