

Investing In A High Performance Oil Filter Will Help Your Car Go That ‘Extra Mile’

Special to Metro Editorial Services (Consumer)

Press Inquiries:
Richard Moritz
Target Communications Inc.
Phone: 610-279-1234
dick.moritz@targetc.com

BROADVIEW, IL, January 22, 2010 –The longer you plan on keeping a vehicle, the more vital it is to have regular oil and filter changes on your car’s maintenance schedule. Clean, filtered oil lubricating the engine and its components ensures smooth and efficient operation for as long as the vehicle remains in service. However, if you are a motorist looking for the optimal level of driving performance, going a step further and choosing a high performance oil filter may be the best option for you.

“A high performance oil filter is especially engineered to pay additional dividends,” said Ramon Nuñez, Director of Filtration for Bosch, the world’s largest supplier of automotive parts and systems. Bosch offers oil, fuel and cabin air filters to the North American aftermarket. www.boschautoparts.com.

According to Nuñez, the more advanced the materials and technology used in the construction of a filter, the greater its ability to keep the engine performing efficiently over a long period of time. For instance, the Bosch DistancePlus™ high performance oil filter keeps oil extraordinarily clean, protects the engine against harmful contaminants and prevents engine wear. Additionally, it works with *any* brand of synthetic and conventional motor oil.

Essentially, an oil filter keeps dirt from harming an engine. Dirt is an engine’s most virulent enemy that can enter the engine and damage its internal components.

What makes a good quality filter, Nuñez said, is “its efficiency in capturing the dirt and its capacity to hold the debris.” Since there is no way for a driver to know that the filter is clogged, it’s vital that it has a large enough capacity to supply clean oil to the engine for as long as possible.

The advanced synthetic fiber media in Bosch DistancePlus has 99.9 percent efficiency in removing dirt from the oil and a 300 percent greater capacity to hold it than many other filters, Nuñez said. In the case of some Bosch oil filters, this translates into a capacity of 29.1 grams of contaminants – almost four times that of an economy filter.

Other features of Bosch DistancePlus high performance oil filters include a pressure relief valve to prevent oil restriction and ensure proper oil flow, and a silicone anti-drainback valve to protect against dry starts – it also lasts longer than Nitrile valves. A heavy gauge steel base plate and a heavy gauge case provide durability while a spiral-wound center tube reinforces internal strength.

“Improving performance through sophisticated engineering has been key for Bosch in the automotive industry for more than 100 years,” Nuñez said, “and high performance technology products such as the DistancePlus oil filter, is yet another milestone in that history of innovation.”

The Bosch DistancePlus high performance oil filter is available in the United States, Canada and Mexico.

A relatively inexpensive service item compared to tires and brakes, investing in a high performance oil filter can help a vehicle *go the distance plus*, Nuñez said.

-30-

PU-302F