

Spring on the Road; Dirt in the Air

Special to Metro Editorial Services

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BROADVIEW, IL, February 19, 2010 – Ahhhhh.... Spring in the air. The birth of a new season. A chance to take in a deep breath of clean, fresh, fragrant air.

Well, maybe.

Sure, spring brings the fragrance of new flowers, the freshness of the morning dew, the aroma of newly cut grass. But it also brings some less than pleasant and, in some cases, less healthy airborne contaminants. Pollen and dust come immediately to mind, as well as other particulates and odors that may not be good for us. Spring also brings highway and other construction projects that generate dirt, dust, and foul odors in their wake. And we all know that these contaminants and odors can find their way very easily into our cars even with the windows tightly closed.

“Auto makers and auto parts companies years ago recognized the need for a filter to help clean the air that comes inside a vehicle through its vents,” said Ramon Nuñez, spokesman for Purolator, a leading supplier of all types of filters for cars and trucks. “As a result, nearly all of today’s cars come factory-equipped with a cabin air filter to help keep air inside the car clean.”

www.purolatorautofilters.net

“And,” added Nuñez, “just like engine oil and air filters, cabin air filters must be changed regularly in order to perform their task properly. Cabin air filters

are, in most cases, easy to replace and are inexpensive, especially if you consider the health and comfort benefits they bring.“

Purolator offers their BreatheEasy® cabin air filters in two designs – one that removes airborne particles such as dust, pollen and mold, and another design with activated charcoal that also removes unpleasant odors from the air like smoke and pollution. These BreatheEasy cabin air filters are available for nearly all late-model domestic and imported cars and light trucks, and restore that fresh-air feeling to drivers and passengers alike when the windows are rolled up. This clean air is especially important to those who suffer from asthma or allergies as well as for moms and dads that are concerned about the health of their children.

Many cabin air filters are easily changed in about ten minutes or less, and most BreatheEasy cabin air filters come packaged with clearly illustrated vehicle-specific instructions that make installation simple for do-it-yourselfers (DIYers) or professional technicians. Also available to everyone, are the Purolator PROs, a team of experts who will answer any filter-related question, free of charge, via personal e-mail. Purolator PROs can be contacted through the Purolator Web site at www.purolatorautofilters.net. The Web site also includes a wealth of information on every type of automotive filter, including online part number look-up, Purolator Gear (caps, jackets, and other great items), as well as details on special deals and promotions.

So when you're getting ready for your annual round of spring cleaning, be sure the air in your car receives its share of cleaning for the spring as well – with a fresh, new cabin air filter. Then you can drive through those dreaded construction zones knowing that your trip though a bit slower, is a lot healthier.