

Cabin Air Filters Help Minimize Onset of Asthma And Allergy Attacks While Driving

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BROADVIEW, IL, May 12, 2010 – People who suffer from asthma or allergies to pollen, dust or mold may see their symptoms worsen from time to time when they are riding in vehicles with the windows rolled down and a stream of fresh outdoor air blowing in their face. Under these driving conditions, even those men, women and children who are asthma or allergy free may experience physical discomfort of some kind, such as itchy watery eyes, a runny nose or a slight irritation in the throat that causes one to cough.

What brings on such discomfort? Riding through the vehicle's open windows and on the coattails of that pleasant outdoor breeze are unwanted, tiny, harmful visitors – pollen, mold and various kinds of particulate matter (PM) that can irritate the eyes, the nose and throat passages. Particulate matter from tire wear, diesel exhaust, dirt, dust, soot and other outdoor sources are especially aggravating to asthma and allergies sufferers. According to the Asthma and Allergy Foundation of America (www.aafa.org), 60 million Americans (one in five) suffer from asthma and seasonal allergies, and the numbers are increasing.

“As you can probably guess, there is a solution for keeping pollen, molds and particulate matter at bay while driving,” says Ramon Nuñez, spokesperson for Purolator a leading supplier of automotive filters to the aftermarket in North America. “Simply roll up the windows and rely on your vehicle's cabin air filter to do its job of trapping pollen, mold and particulate matter before they reach you through the air conditioning and heating ventilation systems. Yes, the solution to protecting yourself and your passengers from the irritating effects of pollen, mold and particulate matter is simple enough, but it also requires changing the cabin air filter at regular intervals,” he says.

Nuñez suggests replacing dirty cabin air filters, which become ineffective when full of particles, with high quality replacement filters. “It’s a good idea to replace dirty air cabin filters around every 12 months or 12,000 to 18,000 miles as part of regular vehicle maintenance, says Nuñez, adding that Purolator’s BreatheEasy® cabin air filters are effective in trapping pollen, mold and both fine and coarse particulate matter.

Coarse particulate matter is classified as PM10, and includes particles smaller than 10 microns in diameter. Fine particulate matter is classified as PM2.5, and includes particles equal to or less than 2.5 microns in diameter. Health professionals have long associated PM pollution with a variety of health problems, such as asthma and other respiratory problems, infections, lung cancer and other severe ailments. “Clean cabin air filters that greatly reduce contact with PM while driving can help make a difference in your quality of life,” says Nuñez.

Purolator offers two types of BreatheEasy cabin air filters: The particulate filter that traps all manner of airborne particles and a charcoal activated filter that also removes unpleasant odors from the air.

The BreatheEasy particulate filter features a non-woven scientifically engineered multi-layer media which provides more surface area to filter out particle matter, pollen, molds, fungus and mildew. The filters are also electrostatically charged to ensure that the particles stay trapped in the filter media; similar to many household HVAC filters. Other features include foam perimeter gaskets and an injection-molded frame, when specified by the vehicle manufacturer.

The upgraded BreatheEasy filter not only traps pollen and PM, it may also feature an activated charcoal filter layer that adsorbs most toxic and foul-smelling gasses, such as ozone, nitrogen oxide, sulfur dioxide and hydrocarbons.

Around the country, automotive service technicians and parts suppliers identify cabin air filters by a variety of names, including pollen filter, air-conditioning filter, passenger compartment filter, interior ventilation filter and dust filter.

Most cabin air filters are easily changed in about 12 minutes or so, depending on the vehicle's design.

BreatheEasy Cabin air filters, for many late-model domestic and import vehicles, come packaged with clearly illustrated vehicle-specific instructions that make installation simple for do-it-yourselfers (DIYers) or professional technicians. For more information on BreatheEasy cabin air filters, visit www.BreatheEasyCabinFilters.com.

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, as well special deals and promotions.

Purolator manufactures and supplies high quality automotive filters to the North American aftermarket and Original Equipment Manufacturers. 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 Classic oil filters*
- *PureONE and Purolator Classic air filters*
- *BreatheEasy cabin air filters*

- *The 'forgotten filters,' including transmission filters, fuel filters, breathers and PCV valves.*

To learn more about Purolator filters and the filtration category, please visit www.purolatorautofilters.net.

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