

Fresh Cabin Air Filters Help Purify The Air That You And Your Family Breathe While You Drive

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BROADVIEW, IL, May 10, 2010 – Did you know that dust and allergens can sneak into a vehicle’s interior as you drive, even when the windows are rolled up? And, did you know that many cars today are factory-equipped with cabin air filters that prevent this dirty air from entering the vehicle in the first place? Furthermore, did you know that these filters – to be effective – must be changed periodically?

Although cabin air filters have been showing up in newer model cars for more than a decade, few motorists seem to be aware of their existence, or the benefits they offer in helping us breathe clean, healthy air while we drive.

“A fresh cabin air filter cleans the air that the driver and passengers breathe, reduces the accumulation of dust inside the car, and helps keep the interior air clean and fresh,” says Ramon Nuñez, spokesperson for Purolator Filters NA LLC. Purolator manufactures and supplies BreatheEasy® cabin air filters for most domestic and imported vehicles in the North American automotive aftermarket.

Purolator’s BreatheEasy cabin air filters feature specially engineered, non-woven media that can capture and hold even the finest particles of contaminants such as dust, soot, pollen, fungus and bacteria.

Two kinds of cabin filters are available for modern vehicles – the particulate cabin filter and the activated charcoal cabin filter. The particulate cabin filter

features more surface area to filter out pollutants and irritants .The filters are also electrostatically charged, similar to many household HVAC filters, ensuring that particles stay attached to the filter.

The activated charcoal cabin filter adsorbs most toxic and foul-smelling gases such as ozone, nitrogen oxide, sulfur dioxide and hydrocarbons, keeping odors out of the cabin.

Purolator offers both particulate and activated charcoal cabin air filters for many vehicles. Either type may be available depending on the make/model of a vehicle.

Cabin air filters are usually inexpensive and fairly easy to replace. For best results, Purolator's Nuñez suggests they be replaced every 12 months or 12,000-18,000 miles. They can be installed in anywhere from less than 10 minutes to about an hour, depending on the location. The cabin air filter is usually found under the dash, behind the glove box, or in the air box in the engine compartment. Purolator BreatheEasy cabin air filters come with an illustrated, vehicle-specific instruction sheet to assist with installation.

Motorists who have any filter-related question, may access the Purolator Response Office or PROs free of charge at www.BreatheEasyCabinFilters.com. From application data to installation procedures, the Purolator PROs can answer virtually any question about filtration. Purolator PROS will send a personal reply via e-mail or phone within 48 hours.

Recent estimates show that since 2001, approximately 45 million vehicles in the U.S. have been factory-equipped with cabin air filters. Refer to the vehicle's owners manual to see if your vehicle has one, or visit the Application Guide on Purolator's Web site at www.BreatheEasyCabinFilters.com to find your vehicle's cabin air filter.

About Purolator

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. With its new expanded line of filters for heavy duty vehicles, Purolator now offers a comprehensive line of such filters to the aftermarket. 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.*
- *Heavy duty filters including oil, air, fuel, transmission, coolant, hydraulic fluid filters, fuel/water separators, cabin air filters and air dryers.*

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