

# MOTORCRAFT® AIR FILTERS

## Help Your Engine Breathe Easy With A New Motorcraft® Air Filter

### Minimum Restriction, Maximum Filtering

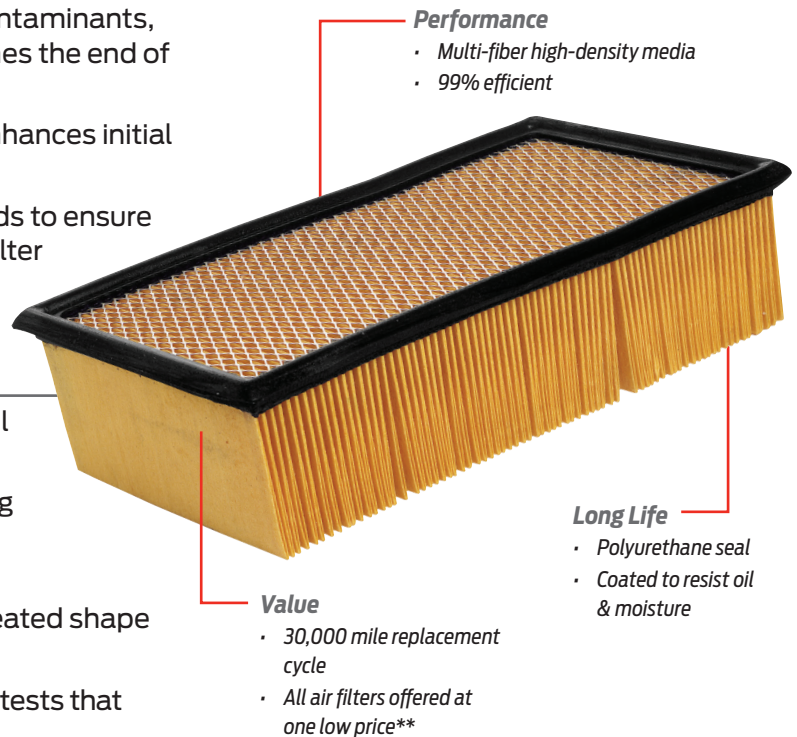
- Multi-fiber high-density media captures harmful contaminants, yet minimizes restriction even as the filter approaches the end of its useful life
- Coated with a special chemical (surfactant) that enhances initial filtering efficiency and capacity
- Filters are efficiency tested to SAE and ISO standards to ensure peak performance throughout the life cycle of the filter

### Designed And Tested To Demanding Ford Specifications

- Coating is formulated to help resist damage from oil and moisture
- Polyurethane seal material provides superior sealing when exposed to high and low temperature cycles (-40 to +250 degrees Fahrenheit)
- Impregnated with phenolic resin that retains the pleated shape when exposed to heat and moisture
- All Motorcraft® air filters are subjected to a battery of tests that include:
  - Filter efficiency and capacity – throughout the filter's life cycle
  - Construction integrity – in extreme conditions of all types
  - Water soak and rupture that tests integrity of filters after being soaked in water
  - Heat and humidity aging

### Low Price & Long Life for Excellent Value

- Designed specifically for each vehicle application; which ensures the right fit, improves engine performance, and reduces engine contamination
  - 30,000 mile replacement cycle under normal driving conditions\*
  - Most Motorcraft® Air Filters are “Family Priced” with a single price point – simple, competitive, and easy to sell\*\*



**MOTORCRAFT®  
WARRANTY**

**UNLIMITED  
MILEAGE**  
INCLUDES LABOR

2 YEARS

Limited labor costs. See seller for warranty details.

\* Consult Owner's Guide for appropriate maintenance schedule based upon driving conditions.

\*\* Price applies to most cars, sport utility and light truck applications. Excludes electric vehicle, commercial truck and diesel engine applications.

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**Motorcraft®**

**Right Part. Priced Right.**

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