# **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

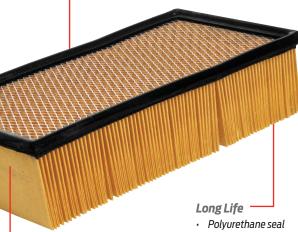
### Low Price & Long Life for Excellent Value

 Designed specifically for each vehicle application; which ensures the right fit, improves engine performance, and reduces engine contamination

- MOTORCRAFT WARRANTY UNLIMITED MILEAGE 2 YEARS
- 30,000 mile replacement cycle under normal driving conditions\*
- Most Motorcraft<sup>®</sup> Air Filters are "Family Priced" with a single price point — simple, competitive, and easy to sell\*\*

#### Performance

- Multi-fiber high-density media
- 99% efficient



Coated to resist oil & moisture

- Value
- 30,000 mile replacement
- All air filters offered at one low price\*\*



Right Part. Priced Right.