Top Benefits of a Valvoline Filter:

1. Extensive vehicle coverage in a consolidated line of quality filters.
   Valvoline helps to reduce your inventory investment with its consolidated line of filters. New model year applications are made readily available through regular reviews of vehicles in operation to maximize coverage.

2. Valvoline helps meet your business objective with:
   - Brand recognition over 90%
   - Filter Technical Hotline
   - Integrated marketing programs and support
   - Product Warranty*

Valvoline has spent over 150 years under the hood, tinkering and perfecting lubricants to improve vehicle performance. This expertise goes into every product that proudly wears the Valvoline name.

FILTER HOTLINE
PHONE: 1-800-TEAM-VAL (1-800-832-6825) option 5
EMAIL: valsupport@valvoline.com
HOURS:
Monday – Friday
7:30 a.m. – 10:00 p.m.
Saturday
7:30 a.m. – 9:00 p.m.
Sunday
9:00 a.m. – 8:00 p.m.
Eastern Standard Time

www.valvolinefilters.com
www.valvoline.com
Minimum Information Required: Year, Make, Model, Engine

VALVOLINE SERVICE PARTS APP AVAILABLE:

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**VALVOLINE™ OIL FILTERS**

Valvoline® removes clean, quality engine oil to the life of the engine. As one of the few motor oil companies to offer a comprehensive filter line, we understand the importance of the oil filter in the life of your vehicle.

An oil filter is essentially to keeping the vehicle’s engine equipped with clean, filtering lubricating oil. While engine oil is kept with the moisture particles in an engine lubricated, the oil filter traps harmful dirt and contaminants from circulating in the oil system, which can cause premature wear and damage. The oil filter not only traps those contaminants, but it cleans them, ensuring a continuous and clean flow for your engine.

Valvoline Oil filters meet the O.E. fit and function requirements for over 97% of vehicles on the road today.

**How do Valvoline Oil Filters work?**

Oil filter quality is measured in two primary ways:

**EFFICIENCY:**

- **Measures how well the filter traps contaminants.**

**CAPACITY:**

- **Measures the amount of contaminants the filter can hold.**

The total design is in a balance of high efficiency and capacity to meet O.E. recommended drain intervals.

Capacity is important for determining the drain interval. The higher capacity, the longer the filter will work. Efficiency and capacity are equally important and are the inverse of each other. For example, a less efficient filter allows for greater capacity but it lowers the engine protection.

Valvoline guarantees workmanship on all of its filters.

Valvoline Oil filters meet OE recommended drain intervals regardless of make, model, or year of the vehicle.

**What are filters protecting?**

Oil particles in the 10-20 micron range may be tiny, but can cause serious damage to bearings, cylinders, and other engine parts. Valvoline filters are the #1 weapon for gasoline engines!

Tiny, but can do serious damage to bearings, cylinders, and other engine parts. Dirt particles in the 10-20 micron range may be tiny, but can do serious damage to bearings, cylinders, and other engine parts. Valvoline filters are the #1 weapon for gasoline engines!

**Dirt Particles between 10 and 20 Microns are the #1 enemy for gasoline engines and the reason why effective oil filtration is critical!**

Between 10 and 20 Microns

Less Than 10 Microns

Valvoline Oil filters protect engines from the harmful particles that can cause engine damage by using high quality synthetic blended media with 94% efficiency at 20 microns.

**Studies show an average vehicle needs 10,000 gallons of fresh air for every gallon of fuel burned.**

Dirty, clogged filters choke off the air flow to the engine which causes it to work harder to perform. Long-term, the engine may become less fuel-efficient and may require more maintenance. Valvoline Air Filters help improve fuel economy and reduce fuel costs. A new Valvoline® Air Filter stops harmful dirt from entering the engine through the air intake system.

Valvoline Air Filters are guaranteed to meet the OE fit and function requirements for over 95% of vehicles.

**Top Reasons to Recommend / Replace a Valvoline Air Filter:**

1. **Help the engine breathe easier**
   - Clogged filters can choke off the air flow to the engine which causes it to work harder to perform. Long-term, the engine may become less fuel-efficient and may require more maintenance.

2. **Help the vehicle perform better**
   - Dirty air filters can cause increased fuel consumption, heat buildup, increased engine noise, and rough idle.

Valvoline Air Filters stop incoming gunk as small as 1 micron in size.

**Did you know air quality inside a vehicle can be worse than the outside air?**

Poorly maintained heating, air conditioning and vent systems can have the effect of concentrating contaminants inside the passenger cabin. Valvoline® Cabin Air Filters work with the vehicle’s HVAC system to trap dust, pollen, and disease-causing bacteria, viruses, mold spores, and other harmful contaminants to stop them from entering the passenger compartment.

Valvoline Cabin Air Filters also help prevent odors, bugs, and other debris from entering the HVAC system.

Valvoline Cabin Air Filters meet the quality OE fit and function requirements for over 95% of vehicles equipped with a cabin air filter.

**Top Reasons to Recommend / Replace a Valvoline Cabin Air Filter:**

1. **Help the customer breathe easier**
   - A new Valvoline® Cabin Air Filter helps improve the air quality in the passenger cabin by filtering out the thieves contaminants such as dust, pollen and debris (1 micron or larger).

2. **Help the vehicle perform better**
   - When a cab filters becomes plugged or reduces capacity, it may pass less air through the filters to the HVAC. A lowered air flow negatively impacts the performance of heating and cooling and may impact the life span of the entire HVAC system. Just like the filter in a home’s HVAC, cabin air filters should be changed regularly to keep the system functioning properly.

Valvoline Cabin Air Filters stop incoming gunk as small as 1 micron in size.

**VALVOLINE™ AIR FILTERS**

**VALVOLINE™ CABIN AIR FILTERS**

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[Diagram and images related to oil filters and air filters are included but not described in the text.]