



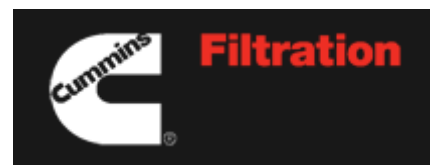
Dear Partners, The Right Filtration Matters 'Will-Fit' products do not meet OE specifications

All filters are NOT the same – especially in today's demanding environment. Fleetguard filters are uniquely designed with patented features to meet OE specifications, such as StrataPore™ media for increased contaminant and water-removal; Stacked Disc media for capturing and holding sludge; and the Venturi™ nozzle for maximum cold start flow. All of these features provide considerable benefits for customers with new and older engines alike, including prolonged engine life, extended maintenance intervals, increased up-time, and reduced operating costs. This vast difference between Fleetguard filters and others is never more evident than when compared to counterfeit products. At first sight these filters have a similar appearance, however after lab evaluation it is clear the quality does not meet



required performance specifications. The products from South East Asia shown in the pictures above were tested and proven to contain o-rings and inner gasket materials that do not meet OE specifications required for reliable sealing. While the 'Stacked Disc' in the picture may appear to be similar to the Fleetguard original, the design will not function to remove damaging sludge. Finally, the counterfeits use cellulose media vs. the multilayer StrataPore synthetic media. Although counterfeit products may not be commonplace in all markets, the same principals can be applied to filtration manufacturers that provide products that 'Will-Fit' your application, yet do not meet OE specifications. It is critical when choosing a filter, to ensure it meets OE specifications. While the best case scenario with a counterfeit or will-fit product is poor filter performance and filter life - the worst case scenario is damage to engine components and engine failure.

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