

fall car care

Maintenance is easy with new oil filter rating system

(NC)—Damaging dirt particles can threaten the life of an engine. Therefore, it's important that motorists understand the additional protection they can get with a premium oil filter. The Fram brand, which is celebrating 75 years of filtering innovation, launched its engine protection rating system to help drivers determine which filter is best for them. Engine protection is the Fram measure of a filter's ability to not just trap dirt, but to hold it for the life of the filter.

"There is an important difference between economy filters and premium filters, so our goal

was to bring the filter back into the spotlight during the oil change process and challenge drivers to ask themselves, 'What's protecting my vehicle's oil?'" said Megan Currie for Honeywell Consumer Products Group. "The key difference between economy filters and Fram filters is the quality of the filter media."

The Fram Extra Guard oil filter features a cellulose and glass blended filter media that helps improve efficiency without sacrificing performance. The Fram Tough Guard filter uses an intertwined synthetic blend media that also

contains cellulose and glass. It's thicker and has a greater percentage of synthetic fibers. Fram Extended Guard uses a specially engineered two-ply synthetic media that is reinforced with a metal screen. This advanced filtering media provides

the highest capacity out of the Fram filter line up while still allowing for excellent efficiency.

More information on the filters or the new rating system is available online at www.fram.com.



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