



FRAM®

OIL FILTERS

ADVANCED 3X ENGINE PROTECTION™

SUPERIOR 6X ENGINE PROTECTION™

ULTIMATE 16K KM PROTECTION™

KEEP YOUR ENGINE HEALTHY.
Protect it from the damaging dirt and particles that can threaten the life of your engine. At your next oil change ...
ask for FRAM.

FRAM™

GET ADVANCED ENGINE PROTECTION FROM FRAM

To help you make the best choice for your vehicle, the FRAM experts have calculated new **3X/6X/16K** ratings based on an oil filter's dirt-trapping efficiency and its dirt-holding capacity.

- An oil filter's dirt-trapping efficiency is a measure of how well it filters.
- Dirt-holding capacity measures how long it can keep on filtering.
- FRAM premium oil filters deliver the ideal balance of both, for advanced engine protection, mile after mile.

THE INSIDE STORY

EXTRAGUARD™
Uses cellulose and glass blended media to provide 3X MORE engine protection than the average of leading economy oil filters.*

TOUGH GUARD™
Uses a synthetic blend media that gives 6X MORE engine protection than the economy filter average**

XTENDED GUARD™
Has specially engineered 2-ply synthetic media reinforced with a metal screen. It can deliver up to 16,000 miles of engine protection***

* VS. AVERAGE OF LEAD AND ECONOMY FILTERS. Based on laboratory testing of dirt efficiency and capacity of leading economy filters. For details, go to www.fram.com for details.
** Change interval of 16,000 miles when used with fully synthetic motor oil under normal driving conditions.
*** All images are for illustrative purposes only and actual media types and filters may not be exactly as shown.

Provide your customers with **High Quality Filtration** to go with the premium oil you use for each oil change.

For only a fraction more per filter you can help to prolong the life of your customer's vehicle!

Ask our Sales Staff how to become a **FRAM ADVANTAGE Registered Installer**

It's **FREE** for FRAM Installers and provides you with regular information and support updates.



Uses cellulose and synthetic glass blended media to provide 3X more protection than the average of leading economy oil filters!

95% dirt trapping efficiency!



YOUR OIL PROTECTS YOUR ENGINE... BUT WHAT'S PROTECTING YOUR OIL?

ASK YOUR SERVICE TECHNICIAN IF YOU'RE GETTING ENOUGH ENGINE PROTECTION. GET **3X, 6X OR MORE** WITH FRAM.

WAGNER Brake Products



Patented IMITM Technology
Superior Friction Formulations
Enhance Braking in Three Vital Areas:

- Superior Stopping Power
- Quiet Performance
- Enhanced Durability

Purchase 25 sets of Wagner Thermo-Quiet Brake Pads from the Young Automotive Professionals between Oct. 1st and Nov. 30th and you will receive a **FREE** wireless Weather Station!



FRAM vs. Economy Filters

	ECONOMY AVERAGE	EXTRA GUARD	TOUGH GUARD		ECONOMY AVERAGE	XTENDED GUARD
Protection Level	Basic	Advanced	Superior	Protection Level	Basic	Ultimate
Engine Protection ¹	1X	3X	6X	Dirt Holding Capacity ²	12g	26g
Dirt Trapping Efficiency ¹	<80%	95%	99%	Dirt Trapping Efficiency ²	<80%	97%
Silicone Anti-Drainback Valve			✓	Silicone Anti-Drainback Valve		✓
Change Interval ³		5,000 MILES	7,500 MILES	Change Interval ³		10,000 ⁴ MILES
For Synthetic Blend Oil ⁵			✓	For Synthetic Blend Oil ⁵		✓
For Fully Synthetic Oil ⁴			✓	For Fully Synthetic Oil ⁴		✓

If you need FRAM information materials to educate your customers on the value of a Quality FRAM Filter be sure to call our Sales Team.