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FOR IMMEDIATE RELEASE

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Purolator Debuts Premium Oil Filter to Optimize Engine Performance

PurolatorBOSS™ Features SmartFUSION™ Technology for Maximum Engine Protection

LAS VEGAS, November 3, 2015 – Today at the Automotive Aftermarket Products Expo, Purolator launched PurolatorBOSS™, a new line of premium oil filters designed to optimize engine performance.

Available through commercial and retail distribution channels in the U.S. and Canada in the first quarter of 2016, this ground-breaking new oil filter supports maximum engine protection for conventional, synthetic and semi-synthetic blend motor oils across a wide range of viscosities. It is an ideal match for synthetic oils, where it can provide up to 15,000 miles of engine protection.

PurolatorBOSS employs exclusive SmartFUSION™ Technology, which features 100-percent synthetic media supported by fully integrated, reinforced polymer mesh. The media's precision pleating delivers unprecedented performance by capturing microscopic contaminants while maximizing clean oil flow.

This premium oil filter features the PuroSEAL gasket, which is made from ethylene-acrylic material to outperform silicone and other gasket elements that are commonly found in the market today.

PurolatorBOSS filters are engineered with BOSS Steel Casing™ to increase durability and withstand extreme pressure, while the double helix metal center tube facilitates optimal oil flow. A heavy-duty base plate and wear-resistant metal end caps round out the filter's rugged construction and enhanced protection capabilities.

(more)

“PurolatorBOSS has been designed with numerous advancements that provide the maximum protection for any driving application from everyday commuting to extreme off-roading,” said Kevin O’Dowd, global director of product and brand marketing for the automotive aftermarket for MANN+HUMMEL Purolator Filters LLC.

“PurolatorBOSS is the latest example of Purolator’s commitment to developing innovations for the aftermarket that deliver superior performance and durability.”

PurolatorBOSS will be available in both spin-on and cartridge configurations for the majority of vehicles on the road today, including most newer passenger vehicles and pickups.

Purolator will showcase the company’s full lineup of innovative products and promotional programs in booth 1433 at the Automotive Aftermarket Products Expo this week. For more information about Purolator’s automotive filtration products for the aftermarket, visit pureoil.com.

About Purolator

Purolator is an innovator of automotive filtration products for the aftermarket, manufactured to the highest standard by American workers in Fayetteville, N.C. Trusted by professional automotive technicians and do-it-yourself consumers across North America, the Purolator product line includes oil, air, cabin air and fuel filters. An industry pioneer since inventing the first oil filter in 1923, Purolator is backed by an internal team of forward-thinking engineers and countless filtration patents. The company’s mission to deliver solutions to support the improved performance of advanced engine and oil technologies reinforces a renewed brand promise – “Nothing Gets By Us.”

Purolator is a key division within the global offering of the MANN+HUMMEL Group, a leading expert for filtration solutions and a development partner and original-equipment supplier to the international automotive and mechanical engineering industries. Based in Ludwigsburg, Germany with more than 60 locations worldwide, MANN+HUMMEL strengthens the Purolator brand through expert engineering, rigorous quality-control processes, global manufacturing best practices and innovation resources.

For more information, visit pureoil.com and mann-hummel.com.

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