



## 1. How You Drive

- Stop-and-go traffic
- Short trips
- Highway travel



## 2. Where You Drive

- On and off highway
- Dirty, dusty roads
- Construction sites
- Roads de-iced with slag
- Higher than 90°F weather



## 3. Oil And Filter Change Interval

- OE recommendation
- Oil-life Monitor not to exceed 12 months



## 4. Oil Type Used

- Full synthetics
- Synthetic blends
- Conventional

# It's Not What You Drive, But How You Drive That Should Determine Which Oil Filter You Install.

## Key NAPAGold™ Oil Filter Features:

- Offers the best combination of capacity and efficiency
- Holds 50% more dirt than economy filters
- Dry-start protection past traditional change intervals
- Designed for full synthetic, synthetic blends and conventional oils
- Designed for oil and filter change intervals that meet the vehicle's oil life monitor and owner's manual recommendations



It's All About How You Drive.™  
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## Is NAPAGold™ The Right Oil Filter For Your Customer? Let's Ask A Couple Of Questions:

### How do they drive?

Do they drive in heavy traffic? Do they drive less than 10 miles a day; on the brake more than the gas pedal? This type of driving is considered SEVERE driving conditions.

### Where do they drive?

Maybe they drive on dirt roads, in construction sites, roads that are routinely covered in snow and ice, where there's de-icing or slag used for safe driving; anything other than a clean paved road? This is severe driving conditions.

### How often do they change their oil and filter?

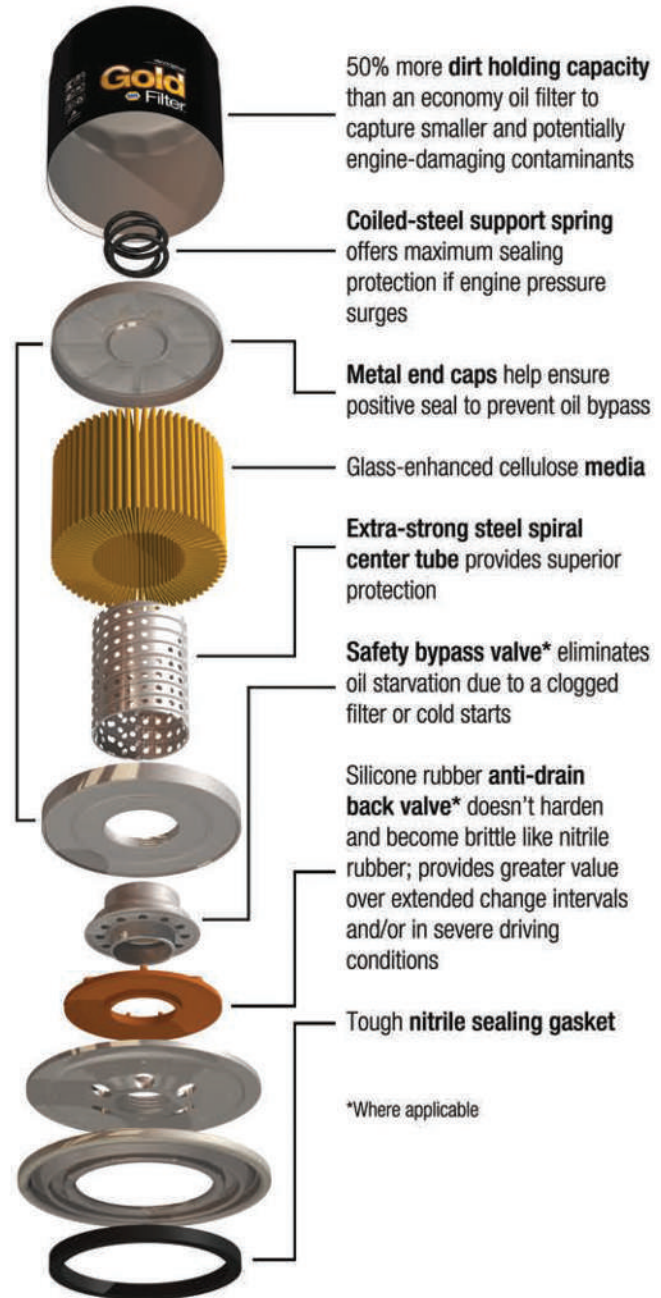
Do they make a change based on the OE recommended intervals or they watch the oil life monitors? These are usually severe driving conditions.

### What kind of oil do they use?

NAPAGold™ is recommended when using full synthetic, synthetic blends or conventional motor oil. NAPAGold™ provides the best combination of efficiency and capacity for maximum engine protection.

NAPAGold™ is designed for oil and filter change intervals that meet the vehicle's oil life monitor and or owner's manual recommendations.\*

Make sure your customer has the right filter for their vehicle. Always ask, "How do you drive?" And recommend NAPAGold™ for these SEVERE driving conditions.



Recommend a NAPAGold™ air filter for better engine protection and an EnviroShield™ cabin air filter to filter out dust, pollutants, mold and other particles from flowing into a vehicle's passenger compartment.



\* NAPAGold™ filters are recommended for OEM oil and filter change intervals, typically 3,500 UP TO 10,000 miles, not to exceed 12 months. See owner's manual for specific applications.



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Filters

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# Spin-On Oil Filters Selection Guide

	<b>NAPAGold™</b>	<b>ProSelect™</b>
<b>Application</b>	Automotive Light Truck Industrial Agricultural	Automotive Light Truck
<b>Key Features</b>	Best Combination Of Capacity And Efficiency 50% More Dirt Than Economy Filters Dry Start Protection Past Traditional Change Interval	Basic Protection
<b>How You Drive</b>	Stop And Go Traffic Short Trips Interstate Travel	Daily Travel
<b>Where You Drive</b>	Severe Conditions On And Off Highway Dirty, Unpaved Roads Construction Sites De-Iced Roads Higher Than 90°F Weather	Normal Conditions Highway
<b>Oil and Filter Change Interval</b>	OE Recommendation 	Traditional 
<b>Oil Type</b>	Full Synthetic Synthetic Blends Conventional	Conventional





Filters

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# Spin-On Oil Filters Review

	<b>Fit</b>	<b>Form</b>	<b>Function</b>	<b>Serviceability</b>
<b>NAPAGold™</b> 	Automotive Light Truck Agriculture Industrial Commercial	Coil Spring Silicone Anti-Drainback Valve* Glass Enhanced Cellulose NBR Gasket All Steel Construction	SEVERE Driving Conditions Full Synthetic Oils Synthetic Blended Oils Conventional Oils OE Change Interval On And Off Highway	Flutes For Cap Wrench** Installation Instructions
<b>ProSelect™</b> 	Automotive Light Truck	Coil Spring Nitrile Combo Silicone Anti-Drainback Valve* Traditional Cellulose NBR Gasket All Steel Construction	NORMAL Driving Conditions Conventional Oils Traditional Change Interval Highway Travel	Flutes For Cap Wrench** Installation Instructions

\*Where applicable  
\*\*Some canisters may not have flutes