

NAPAPlatinum™ *Designed For HARSH Driving Conditions.*



1. How You Drive

- Towing
- Extreme idle times
- Extreme periods at highway speeds



2. Where You Drive

- Highway
- Harsh conditions
- Extreme heat
- Extreme cold
- Lower gear mountainous climbs



3. Oil And Filter Change Interval

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



4. Oil Type Used

- Full synthetic
- Synthetic blends
- Conventional

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

Key Platinum Features:

- Resist premature plugging due to oil breakdown and combustion by-products.
- Extreme hot and cold sealing.
- Designed specifically for synthetic motor oil.
- Designed for oil and filter change intervals that meet the vehicle's oil life monitor and or owner's manual recommendations.



Filters

It's All About How You Drive.™

napafilters.com





Is NAPAPlatinum™ The Right Oil Filter For Your Customer? Let's Ask A Couple Of Questions:

How do they drive?

During their daily commute, do they experience one or more hours in stop & go traffic? Do they experience lots of extreme idle time with the transmission in gear?

Where do they drive?

Maybe they drive on mountainous roads or require towing a boat or trailer behind their vehicle? Towing causes harsh driving conditions due to possible heavy demands on the engine, especially in low gear mountainous terrain. This type of driving is considered to be a HARSH driving condition.

How often do they change their oil and filter?

Do they make a change based on the OE recommended intervals or do they watch the oil life monitors?

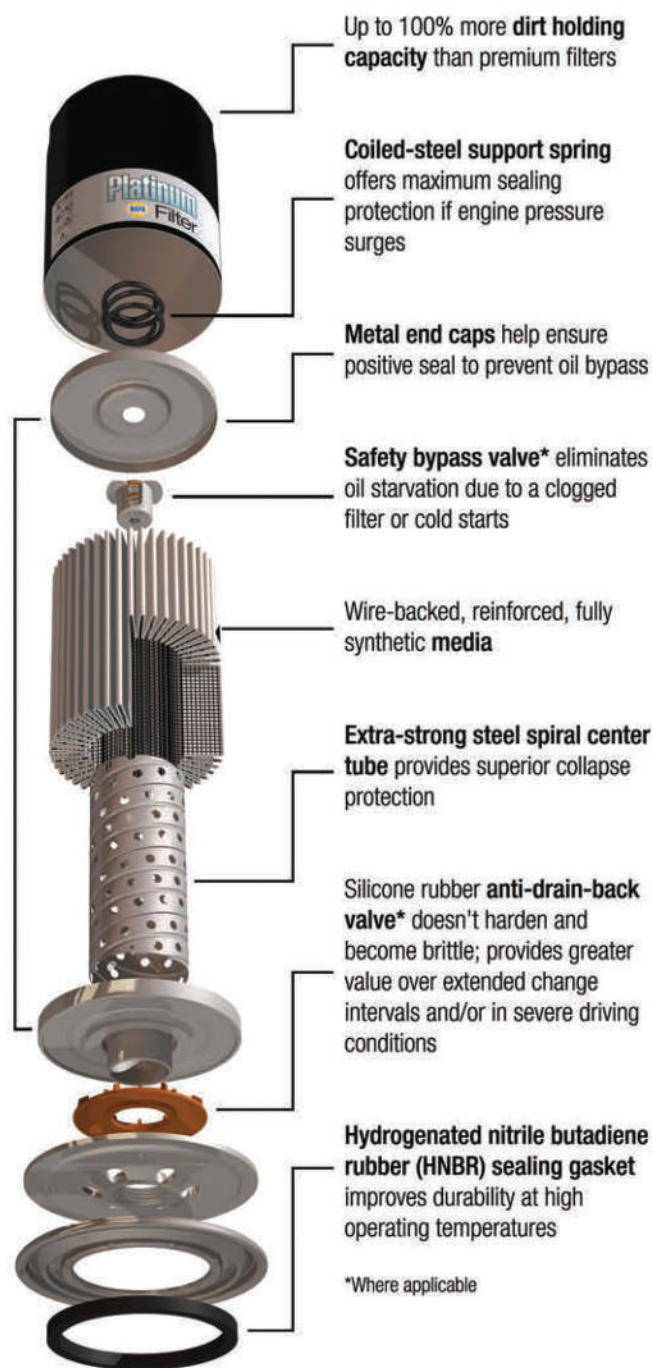
What kind of oil do they use?

NAPAPlatinum™ is designed to be used with full synthetic or synthetic blends of motor oil. The NAPAPlatinum™ oil filter is constructed to resist plugging due to oil breakdown.

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

So when your customer purchases any brand of synthetic motor oil, make sure they have the right filter for their vehicle. Always ask "How do you drive?" And recommend NAPAPlatinum™ for these HARSH 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.



* NAPAPlatinum™ 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.



It's All About How You Drive.™
napafilters.com





Filters

It's All About How You Drive.™

napafilters.com



Spin-On Oil Filters Selection Guide

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





Filters

It's All About How You Drive.™

napafilters.com



Spin-On Oil Filters Review

	Fit	Form	Function	Serviceability
NAPAGold™	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
ProSelect™	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