

New Products Focused On Winning the War Against Water and Dust

Two new Luber-finer products are coming to market soon. The MP995 Fuel Filter and the MXM NanoTech Air Filter will be making their filtration line debuts, promising to Win The War against water and dust.

The MP995 high efficiency fuel filter from Luber-finer is designed to protect modern high-pressure fuel injectors from the harmful effects of water and the bio-material created by the presence of water in fuel.

- Designed for use with Ultra Low Sulfur Diesel
- Designed to protect today's common rail high-pressure fuel injector systems

"Water in fuel is one of the most significant problems heavy duty engines encounter," said Alex Arango, Heavy Duty Brand Manager. "The MP995 can protect today's highly sensitive high-pressure common rail injector systems from contaminants that can clog and disrupt heavy duty engine performance."

The Luber-finer MXM NanoTech Air Filters use new technology to protect heavy duty engines from dust and other contaminants. Luber-finer engineers used nano-fiber technology to design their best air filters ever.

"Heavy Duty vehicles are subjected to severe service environments that



MP995



MXM NanoTech

require the very finest filtration. The MXM NanoTech Air Filter is the highest efficiency, highest capacity air filter Luber-finer has ever offered," said Arango. "The introduction of our new NanoTech media has raised the capabilities and level of protection for engines to a new level."

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*-- Alex Arango,
Heavy Duty Brand Manager*

The MXM NanoTech will:

- Reduce engine wear and damage
- Comply with OEM warranty specifications

Keep an eye out for product launch date announcements on the Luber-finer website, in eblasts, press releases and social media.

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Featured Video



Pete Haskell, Director Heavy Duty Program Group Sales, recently appeared in a video shot at the Luber-finer booth during the Mid-America Trucking Show (MATS) in Louisville, KY. [Click here for video](#)

New Product Preview



Cabin Filters Fight Allergens

The Luber-finer® ExtremeClean HD™ Premium Cabin Air Filter provides increased protection for occupants in the truck cab from dust, smog, pollen and airborne contaminants while using carbon and Arm & Hammer™ Baking Soda to filter unpleasant odors.

[Click Here to view](#)

Knowledge Center

Understanding the most basic terminology in the heavy duty filtration market is critical to offering the very best customer service in the industry. Check out this glossary of industry terms to stay informed and stay in touch with your clients' needs.

<http://luber-finer.com/resources/glossary-of-terms.aspx>



Coolant Filters Protect Engines During Spring-Summer Heat

In hot temperatures, coolant filters become an especially critical part of the engine coolant system in a heavy duty diesel engine. Improper coolant flow can cause early engine failures.

Quality filtration will remove harmful contaminants from the cooling fluid and provide protection that can reduce downtime. Reliable coolant products are necessary for preventing dirt, rust, scale and other contaminants from creating hot spots and damaging an engine.

Oxidation releases rust and metallic particles into the system causing pitting and accelerated wear from erosion. As oxidation creates rust, it will coat iron surfaces and reduce heat transfer efficiency.

Scale circulates and collects in parts of the engine, creating hot spots. The accumulation of scale can clog coolant passages, reducing



efficiency and causing the engine to run hot.

Luber-finer's use of patented Controlled Release Technology (CRT[™]) coolant additives releases controlled levels of supplemental coolant additives into the coolant to protect against rust, scale and other build-up.

Luber-finer coolant filters are compatible with all antifreeze/coolant applications.

Understanding the Magnuson-Moss Warranty Act

The Magnuson-Moss Warranty Act is the federal law that governs consumer product warranties. Passed by Congress in 1975, the Act requires manufacturers and sellers of consumer products to provide consumers with detailed information about warranty coverage.

Congress intended to promote competition on the basis of warranty coverage, as well as provide transparency to consumers regarding warranties' terms and conditions.

As a heavy duty aftermarket filtration provider, Luber-finer's warranty covers consumers' truck engines that use the filters. Guaranteeing OEM-quality-or-better coverage, Luber-finer stands behind its filters with its warranty.

Beware of "Tie-In Sales" Provisions
Generally, the Magnuson-Moss Warranty Act states that tie-in sales provisions are not allowed. These provisions would require a purchaser of the warranted product to buy an item or service from a particular company in order to be eligible to receive a remedy under the warranty.

The following are examples of prohibited tie-in sales provisions:

- In order to keep your new Brand X warranty in effect, you must use genuine Brand X filters.
- Failure to have scheduled maintenance performed, at your expense, by Brand X, voids this warranty.

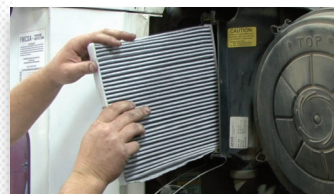
[Click here to read more](#)

Facts and Trends



Total reported volumes of used Class 8 trucks climbed to 2,770 units in March, a jump of 14% month over month and 5% year over year.

<http://www.fleetequipmentmag.com/class-8-used-truck-sales/>



The North American on-highway and mining industries demand reliable filtration in order to meet strict production demands.

<http://luber-finer.com/blogs/News/Archives/2015/03/Filtration-for-heavy-duty-equipment.aspx>



Caterpillar reported a 25% increase in profit in Q1 2015 with sales and revenues of \$12.7 billion.

<http://www.constructionequipment.com/caterpillar-1q-profit-25-percent?eid=286972502&bid=1058062>

Upcoming Ads

Fleet Equipment
Fleet Owner
Aftermarket Informer (Spring)