



Wheel, Trailer Components
and Automotive Parts Specialists
Since 1911



PIONEER RIM & WHEEL Co

**NOW
AVAILABLE**



PTC CABIN AIR FILTERS

Unlock Hidden Profits With PTC's Cabin Air Filter Program "The Unseen Filter"

Well over 90% of late model cars and trucks on the road today are equipped with Cabin Air Filters, yet many people don't know it and neglect required filter replacement service intervals which are recommended every **12,000 to 18,000 miles**. Driving on **dusty roads require more frequent filter changes**. This represents a tremendous profit opportunity, because with over 239 million vehicles on the road today (**source: AASA**), this maintenance category remains significantly under serviced.



PTC offers a full line of Cabin Air Filters that contain either particulate and/or activated charcoal media to help filter out over 90% of pollutants, particles, harmful gases and bacteria that can affect your health. Many filters are also available for the cabin air vehicle frame; **no need to replace the entire filter and frame assembly**.

Key Features and Benefits Include:

- 207 sku's provide 95% + market coverage
- Help filter out over 90% of dust, pollen, gasses, tire and brake line particles and other harmful bacteria
- Eliminate potential "pressure back-up" that will diminish heat and AC output and can lead to possible major component failure down the road; including an AC condenser/evaporator, heater core and more
- Over 80% of vehicles sold in the U.S. today are equipped with a cabin air filter
- Contaminates inside a vehicle can be as much as 6x Higher than the levels outside the vehicle
- The cabin air filter should be changed regularly every 12,000 to 18,000 miles or once a year (individual driving conditions will vary replacement frequency)



PTC is pleased to introduce the **New Cabin Air Filter Installer Kit (#CF1)** *

Complete P.O.P. material are included, so you can easily educate your customers on the importance of proper cabin air filter maintenance and replacement intervals.

POP MATERIAL INCLUDES:

- Counter Mat
- POP Display
- Tri-fold Information Brochures
- Application Guide

* Kit available with purchase of any 10 cabin air filters

f.o.b. our warehouses
PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER RIM & WHEEL Co

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