

Cabin air filters: Spare parts with a high market potential.



Cabin air filters are more in demand than ever before. The number of asthmatics and sufferers from pollen allergies is steadily growing, the ozone concentration in the air is rising, and in summer is a real nuisance for many people. Consequently, drivers are increasingly receptive to the idea of replacing old filters!



Regular filter changes are part of customer service support.

Cabin air filters have to be replaced at intervals of 12,000 to 18,000 miles, but after one year at the latest. Otherwise, the volume of fresh air entering the interior will decline considerably, thus affecting the performance of the heating and air-conditioning systems, and causing the windows to mist up more rapidly. Replacing used filters is thus part of customer service support, like any other replacement of used worn parts. For workshops, this opens up a new and lucrative line of additional business:

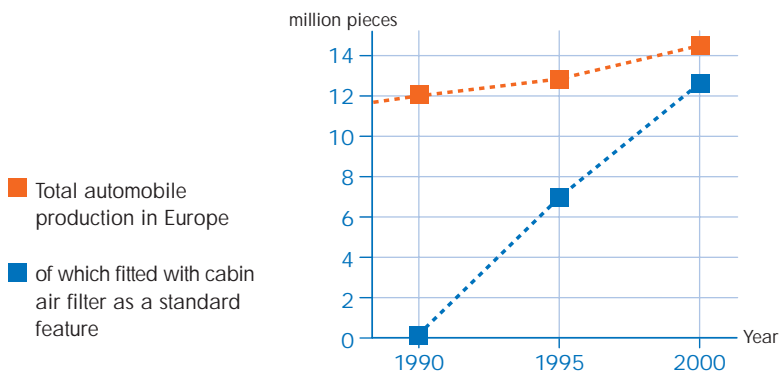
- **More than 70% of all vehicles in Europe** are already fitted with cabin air filters, and the proportion continues to rise.



- On Europe's roads, there are an estimated **95 million vehicles** at present with cabin air filter.
- Given an average vehicle lifetime of 8 years, then theoretically the cabin air filter should have been replaced **4 times** in a vehicle which is coming to an independent workshop for the first time!

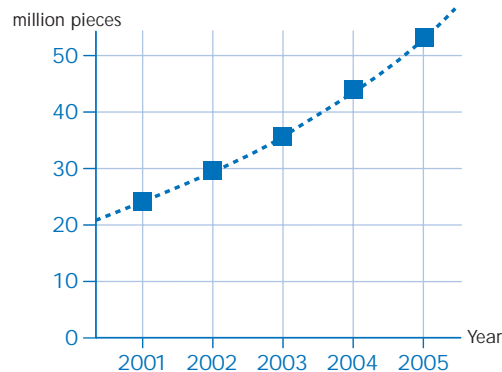
Seize your opportunity to offset the decline in spare parts sales, and **actively remind your customers that a filter change is due!**

Cabin air filter trend in original equipment



Source: micronAir market research

Forecast of replacement demand Cabin air filters in Europe



Source: micronAir market research

The original: Original equipment quality, at an affordable price.

ALFA ROMEO
ASTON MARTIN
AUDI
BENTLEY
BMW
BUGATTI
CHRYSLER
CITROEN
DAEWOO
FERRARI
FIAT
FORD
GENERAL MOTORS
HONDA
IVECO
JAGUAR
LAMBORGHINI
LANCIA
LEXUS
MERCEDES-BENZ
MAN
MITSUBISHI
MASERATI
MAZDA
MCC
NISSAN
OPEL
PEUGEOT
PORSCHÉ
RENAULT
ROLLS ROYCE
ROVER
SAAB
SEAT
SKODA
TOYOTA
VOLVO
VW

Since 1 October 2003, the new European Block Exemption Regulation has been in force, a revised version which has triggered numerous changes in the automotive sector. To be acknowledged as an "original spare part", a replacement part used to have to be purchased directly from the automaker concerned, and carry its trademark. But now original spare parts purchased from the automaker's parts vendor are also construed as "genuine originals", provided they are manufactured on the same production line as the original part, and carry the part manufacturer's trademark.

In more than two out of three cases, the original is from micronAir.

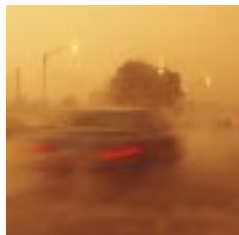
Around 70% of all new vehicles in Europe are fitted with cabin air filters from **micronAir**. You, too, can rely on the original part in initial-equipment vendor quality! For more than ten years now, most automakers have been putting their trust in quality products from **micronAir**, and there are plenty of good reasons for this:

- **Highly dependable deliveries:** **micronAir** filters are quickly available, over the entire range.
- **Technological know-how:** **micronAir** uses high-performance microfiber nonwovens, which combine electrostatic and mechanical filtration effects for optimum arrestance. All filters are resistant to moisture, and to chemical and thermal aging.
- **Research and development:** **micronAir** cooperates worldwide with all top-ranking automakers in developing up-to-the-future solutions.

- **From Alfa Romeo to Volkswagen:** **micronAir** offers the biggest range around, covering more than 230 types of vehicle.
- **Certified quality:** As a company with certification under ISO 9001, QS 9000 and ISO 14001, **micronAir** operates an ultra-stringent quality control system, and is renowned for its high level of dependability.



DIN EN ISO 9001:2000
DIN EN ISO 14001
QS-9000 for automotive filter



What you are offering: Safety and comfort for your customers.

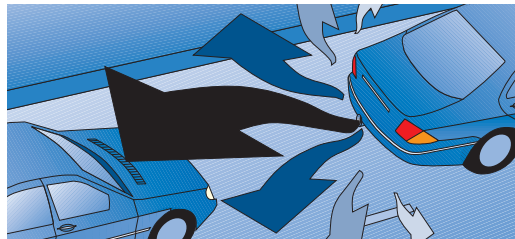


A fresh cabin air filter is important for the wellbeing and thus the safety of the driver and passengers. Replacing intake air filters should therefore be no less a matter of course than fitting new windscreen wiper blades regularly. Since it's a comfort-enhancing component, the replacement interval for cabin air filters should be governed not by the replacement schedule for the vehicle's other filters, for example, but by the requirements of the vehicles' owners, the number of miles driven, and the time which has elapsed since the last change.

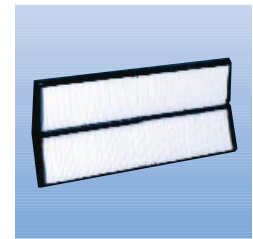
Fresh air comes from micronAir.

For example! The air a driver breathes can have up to six times as many pollutants in it as that inhaled by a pedestrian on the pavement. This is due to what is called the "tunnel effect", created when the surrounding air is sucked in, which intensifies the concentration of pollutants.

micronAir cabin air filters remove the harmful solids, gases and odours from the air, thus ensuring comfortable breathing while you're driving.

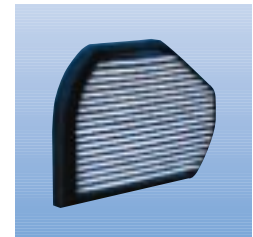


The "tunnel effect"

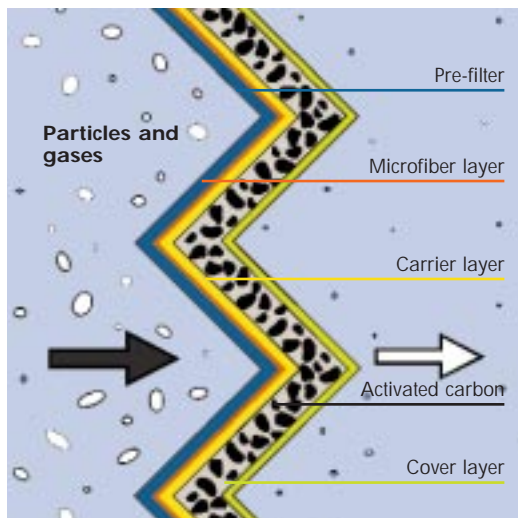


micronAir particle filters

- **micronAir** particle filters offer protection against pollens, road dust, soot, abraded pieces of brakes and tyres, and other solids.
- **micronAir** combi filters additionally feature a high-quality activated-carbon layer, which adsorbs gases like ozone and benzene, as well as unpleasant odours.

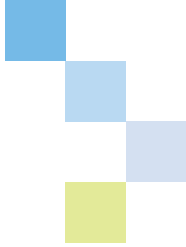


micronAir combi filters

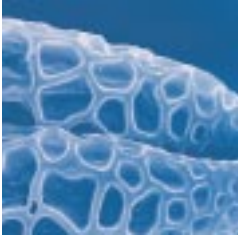


Cross-section through a micronAir combi filter





Good reasons: The best arguments for a filter change.



There's a need for fresh cabin air filters all the year round: From spring to autumn there are pollens in the air, in summer the high concentration of ozone is an irritant, while in winter the car's windows will mist up if the air quality inside the car is poor. Besides the seasonal factors involved, there are many good reasons why you should advise your customers to change their filters regularly.

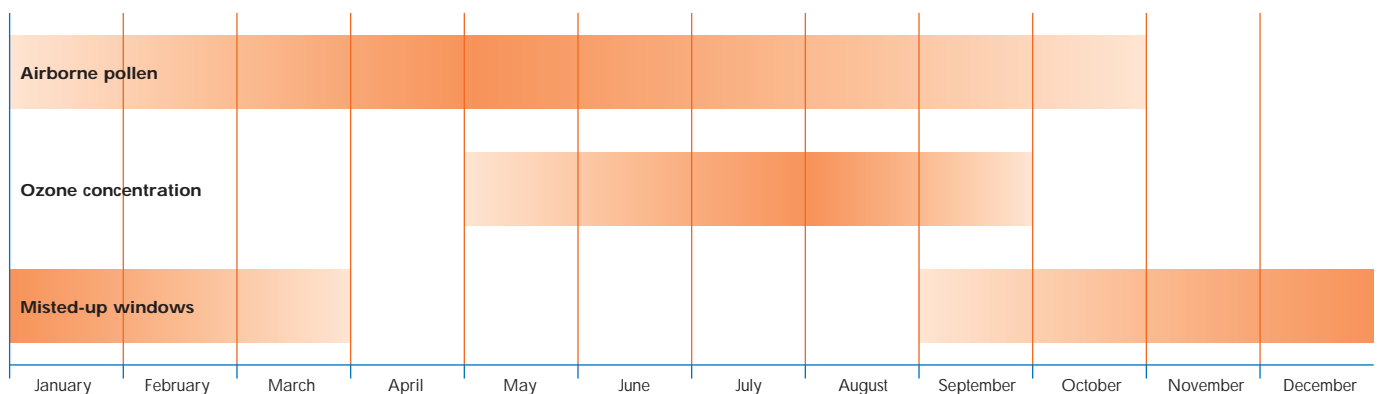


The major sales arguments in overview:

- **Health:** A high concentration of pollutants in the air may lead to fatigue, giddiness, headaches, nausea and allergic reactions. **micronAir** particle filters offer improved protection against pollens and dirt particles. **micronAir** combi filters provide additional protection from traffic-related and industrial exhaust gases, the irritant gas ozone and from unpleasant odours.
- **Allergy protection:** **micronAir** cabin air filters offer allergy-sufferers and asthmatics protection against airborne pollens.
- **Comfort:** The **micronAir** combi filter offers protection from disagreeable odours, e.g. from agricultural fertilizers, sewage works, anti-freeze and cleaning additives in the windscreen washer fluid.
- **Safety:** **micronAir** cabin air filters contribute towards clearer visibility and driver/passenger wellbeing, thus enhancing their level of driving safety!
- **Hygiene:** Cabin air filters from **micronAir** help to prevent dirt building up on the inside of the windows, and soiling of the heating, ventilation and air-conditioning systems.
- **Savings:** Regular filter changes can help to extend the useful lifetimes of the heating, ventilation and air-conditioning systems.



There's a demand for cabin air filters all the year round!



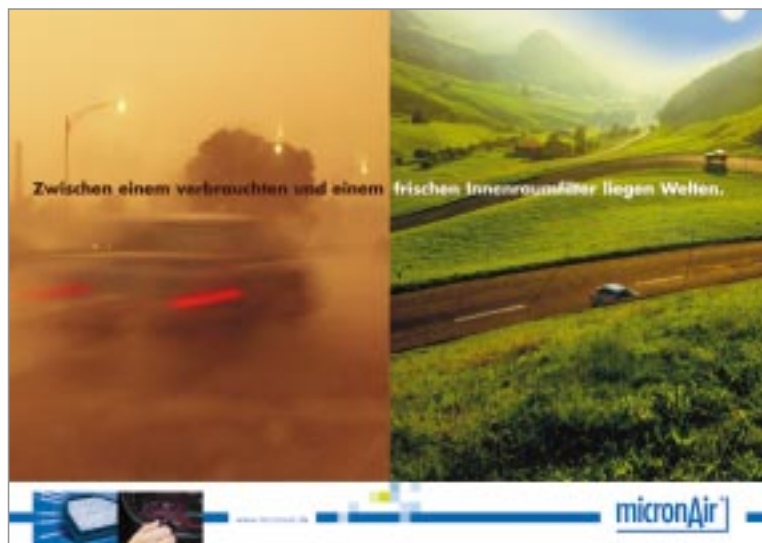
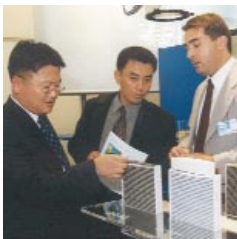
Sales promotion: Ideas for your success



From advertisements in trade journals to sales folders and posters to give-aways, **micronAir** regularly provides sales promotion material to you. In connection with an eye-catching campaign, the advertising means serve very important purposes. They remind free workshops to change filters at regular intervals and inform drivers about the necessity of having the filters changed.

Sales potential for you and your customers

Use the **micronAir** advertising means purposefully and also point out to your customers the sales potential offered by posters, displays and flyers or by actively selling car interior filters.



micronAir trading partner: Get some fresh perspectives



■ micronAir catalogue

Comprehensive information to assist in a successful sales visit – all at your fingertips. You can always quickly find the right filter for any car. Either by vehicle type, OE number or a comparison list with a filter manufacturer breakdown.



■ micronAir training

We gear you up. For giving expert advice and for successfully closing the sale. With intensive training courses on the product and its capabilities. With facts and convincing arguments.



■ micronAir packaging

All the important information for you and your customers at a glance. That saves you time and money. What's more: The **micronAir** packaging has been dimensionally optimised. That saves space. In the store and in the salesroom.



■ micronAir sales competitions

This is where selling pays off: From time to time, **micronAir** organises interesting sales competitions. With attractive incentives for anyone making their mark as a professional **micronAir** partner and bringing a breath of fresh air into the business.



■ micronAir installation instructions

Detailed and user-friendly, for the professional mechanic and for the DIY. With self-explanatory illustrations, installation is child's play. Enclosed with every filter, of course.



■ micronAir homepage

A whole lot of news and information for you and your customers. With tips and tricks, with background knowledge and lots of technical know-how. With a fresh breeze and clean air from us, surfing is twice the fun.



■ micronAir POS material

Whether you want a sales-boosting display, an attractive poster, informative flyers or some ad artwork: **micronAir** offers you everything you need for your business. And everything you rightfully expect from a strong branded article.



■ micronAir fairs

Whenever the trade gets together, **micronAir** is there, too: By participating at the most important international trade fairs for the automotive aftermarket, we advertise our range of products and stay in contact with customers.