

KEY TALKING POINTS

Boost Sales with Springtime Filter Replacement Messaging

...for Retail Customers

1. Get Your Vehicle Spring Ready with a Quick Filter Swap

- ✓ Winter roads leave filters clogged with salt, grime, and debris
- ✓ Easy maintenance now = fewer surprises on summer road trips
- ✓ Fresh filters improve airflow, engine response, and fuel economy

3. Boost Performance and Save at the Pump

- ✓ Clogged filters make your engine work harder and waste gas
- ✓ A clean air filter helps restore power and improve MPG
- ✓ Low-cost swap with big benefits for your wallet and vehicle

2. Fend Off Allergens and Freshen the Ride

- ✓ Trap pollen, dust, and other spring irritants with a new cabin filter
- ✓ Improve in-cabin air quality—great for families and allergy sufferers
- ✓ A clean cabin filter = cleaner breathing and a more comfortable drive

...for Fleet Managers

1. Keep Your Fleet Spring Ready and Road-Ready

- ✓ Winter buildup can clog filters and reduce vehicle efficiency
- ✓ Preventative filter maintenance reduces breakdowns and downtime
- ✓ Ideal time to prep vehicles for warmer months and increased workload

2. Protect Drivers from Allergens and Irritants

- ✓ New cabin filters improve air quality during high-pollen season
- ✓ Healthier environment for drivers = better morale and comfort
- ✓ Especially important for delivery vans, transport vehicles, and HVAC fleets

3. Improve Performance, Lower Fuel Costs

- ✓ Clean air and oil filters help engines run more efficiently
- ✓ Reduced engine strain extends service life and saves on fuel
- ✓ Scalable savings across your entire fleet with simple replacements



ShowMeTheFilters
VIN Scanner App



Download in the
Apple App Store



Download in the
Google Play Store