



**PRESS RELEASE**  
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## **New Luber-finer® Extreme Clean HD™ Premium Cabin Air Filter Protects Drivers, Removes 98% of Contaminants**

**Perrysburg, OH, July 1, 2013** – FRAM Filtration is pleased to announce the launch of its new line of [Luber-finer® Extreme Clean HD™ Premium Cabin Air Filters](#). Designed to purify the cabin air of Class 6, 7 & 8 heavy-duty trucks, the Luber-finer Extreme Clean HD Premium Cabin Air Filter offers the unique dual action of Arm & Hammer™ Baking Soda to remove odors and activated charcoal to remove contaminants.

The [Luber-finer Extreme Clean HD Premium Cabin Air Filter](#) will provide relief for drivers with allergies and create a barrier by filtering up to 98% of harmful contaminants from entering the cabin. Heavy-duty vehicles and their drivers are often surrounded by some of the most contaminated air environments, from the dirt and dust of the on-highway haul to the emissions and fumes associated with fueling stops and idling trucks, the Luber-finer Extreme Clean HD Premium Cabin Air Filter protects the cabin occupants from harmful contaminants such as mold spores, bacteria, pollen, diesel soot, ozone and offensive odors.



“While it is the carbon in Luber-finer Extreme Clean HD Premium Cabin Air Filters that removes volatile organic compounds such as hydrocarbons and gas fumes, it’s the Arm & Hammer Baking Soda that removes a wide range of odors,” said John Gaither, Director of Heavy-Duty Engineering for FRAM Filtration. “Nobody in the marketplace is offering a baking soda treatment and it gives the Luber-finer filter a serious advantage over other filters not using carbon or baking soda.”

Designed for 16 popular truck models, including Freightliner, International, Kenworth, Sterling, Volvo, Western Star, as well as John Deere Tractors and John Deere Combine, the Extreme Clean HD Premium Cabin Air Filter can remove sub-micron and micron-sized particles, including dust and pollen particles ranging in size from 5 to 100 microns. Like any other filter, the Luber-finer Extreme Clean HD Premium Cabin Air Filter needs to be changed at routine intervals, between 12,000 and 15,000 miles. Operators should follow the vehicle manufacturer’s recommended service intervals. Replacement time averages less than 15 minutes on most applications.

For more information on Luber-finer® heavy-duty filtration products, please visit [www.luberfiner.com](http://www.luberfiner.com) or call (800) 851-3641. You can also follow Luber-finer® on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

*FRAM Filtration is one of the world's largest suppliers of filters and filtration products. FRAM Filtration supplies products through industry-leading brands such as FRAM®, Luber-finer® and PetroClear®. Through its brands, FRAM Filtration serves the automotive, heavy duty trucking and several industrial markets. The company operates through a global network of manufacturing facilities, distribution centers and offices located throughout the United States, Canada, Mexico, Europe and China. For more on FRAM Filtration, please go to [www.fram-filtration.com](http://www.fram-filtration.com).*

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