

# THE FILTER OF YOUTH



68% of the vehicles on the road today have over 75,000 miles\* These vehicles usually have dirtier engines, which contribute to excessive oil consumption and exhaust emissions. With the success of High Mileage oils, growing about 60% from 2002 to 2003 alone, and now accounting for nearly 7% of DIY sales industrywide,\*\* we've come up with another way to help protect your customers' investments. From the makers of America's #1 oil filter comes the all-new FRAM High Mileage Oil Filter with new, patented Time Release Technology. It's the only filter with a gel additive that dissolves into the oil with every pass through the filter. Not only will it benefit the consumers, it will also benefit your profits. Only the FRAM brand could bring you this breakthrough technology.

[www.FRAM.com](http://www.FRAM.com)

**FRAM® IT**

\*Source: "Newer Engines Thwart Marketers," 2004 \*\*Source: Gale Group, 2003

A **Honeywell** car care product.