

High Efficiency Filter



Nothing outperforms Mobil 1

ExxonMobil

High Efficiency Filter

Market Research Highlights

- Better oil cleaning (higher efficiency) is the most desired consumer benefit

Consumer Responses

Keep oil cleaner / better filtration	46%
Longer engine life / less wear	14%
Longer filter life / lasts longer	12%

Mobil 1 High Efficiency Oil Filter Benefits

- High efficiency - The #1 ranked consumer benefit
 - 95% multi-pass efficiency vs. 70-80% for typical conventional filters
- Unsurpassed durability - for long service life
 - Heavier canister and backplate provide maximum protection against impulse fatigue
 - Designed to withstand five times the normal system operating pressure

Mobil 1 High Efficiency Filter Marketing

- The only premium performance oil change system
 - Leading retailers sell approximately one Mobil 1 filter for each six-pack of Mobil 1 engine oil
- Market Coverage (R.L. Polk)
 - 98.5% (27 SKUs)
 - 92% (15 SKUs)
- Marketing Support
 - National advertising in combination with Mobil 1 engine oil
 - Yearlong consumer promotion plan

**Order via
Champion Laboratories
Customer Service
1-800-851-4361**



The Ultimate Oil Change

For more information on Mobil 1 High Efficiency Filters,
call your Mobil Sales Representative.

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