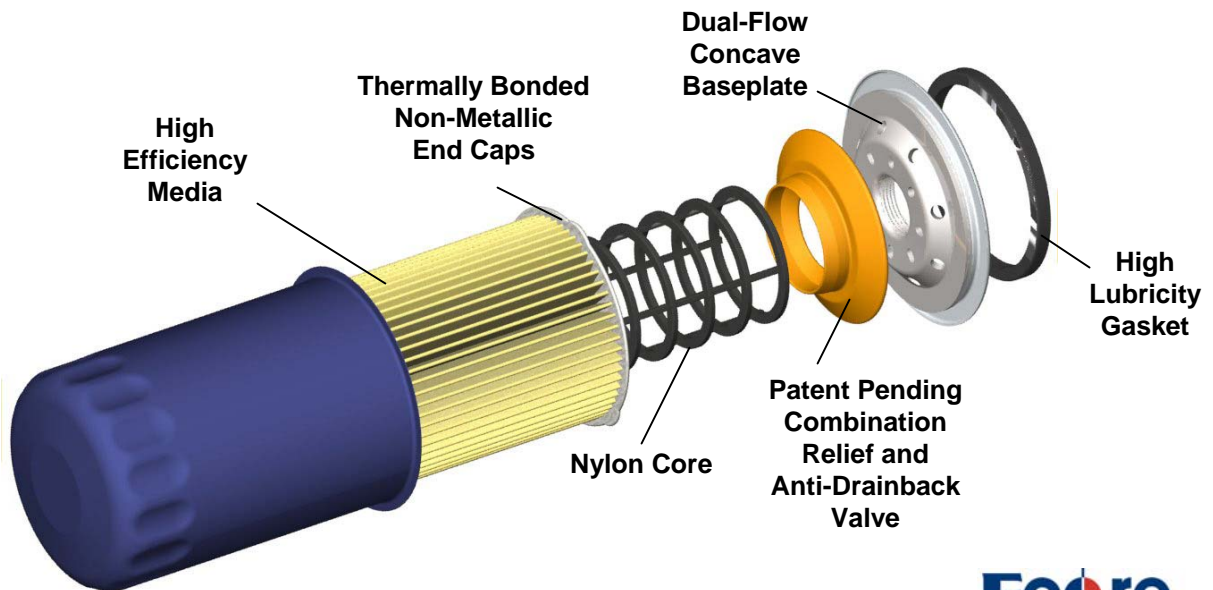


Ecore™

ADVANCED TECHNOLOGY

- Over 13,000 hours were invested in R&D and Engineering design in the development of Champion's new Ecore Lube filter, resulting in the next generation for fluid oil filter design.
- The new Ecore Advanced Technology Design delivers a superior performing filter with the following key performance characteristics vs. traditional designs:
 - ❖ +6.67% increased efficiency
 - ❖ +50% higher collapse strength
 - ❖ +49% higher burst strength
 - ❖ +10X more open area in core for improved flow
 - ❖ Improved filter cleanliness with elimination of "cleanside" metallic core contamination
- Ecore reduces metal part usage with advanced bonding methods and use of a nylon core. This filter is designed to deliver solutions to future problems as well as deal with today's needs:
 - ❖ Ecore's lighter, more compact design is in tune with OEM continuing trends to weight and size reduction for improved fuel economy
 - ❖ Ecore is environmentally friendlier than traditional filters because of its ease of recycling
- Ecore's patented combination relief and anti-drain-back valve operate better to deliver oil in cold start and clogged environments.



**New Ecore Filters
Have A Similar Raised
Threaded Flange As OEM
And Other Competitive Filters**

