



Pure Power! Incorporated designs and manufactures revolutionary gasoline and diesel engine performance products engineered to have a positive impact on the environment. Pure Power! Extreme High Performance Products are used by World Champion Racers and have broken World Records on land, air and sea.(NASCAR, BUSCH, NHRA, IHRA, CRAFTSMAN TRUCKS, MTRA, PACIFIC OFFSHORE RACING, APBA, GOLD CUP AIR RACING, etc).



Pure Power! Lifetime Oil Filters Systems®
Cleanable/reusable, Spin-on replacement, S/S & 6061 T6 Billet Alum, Hi-Flow One Pass filtration, eliminates "throwaway" oil filters. Pats. Pending.

Pure Power! Lifetime Oil Filters & Extreme High Performance Lubricants are a winning combination to save money, equipment, time and the environment!



Pure Power! EHP Motor Oils®, API licensed for Long Drain & Energy Conserving, Extreme High Performance Lubricants & Greases. Street, Fleet, Racing, Marine, HD, and Industrial

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PurePower!
l u b r i c a n t s

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LIFETIME OIL FILTER SYSTEMS®



**Cleanable
Reusable**

**Pure Power! Lifetime Oil Filter Systems®
Save Money, equipment, time and the environment!**

~ Competition Proven Technology ~

Pure Power!

Lifetime Oil Filter Systems®



- Cleanable & Reusable
- Superior "Absolute" Filtration
- Maximum In/Out Flow
- Extends oil drain intervals
- Extends Engine Life
- Lowers oil temperature
- Lowers emissions
- Lasts the life of the engine
- Never buy another oil filter
- Easy installation, no special tools
- Spin-on direct replacement OR unique remote models
- American Made Ultimate Quality
- Eliminates "Throw Away" Oil Filters
- No Disposal charges
- Reduces Toxic Waste and helps the environment

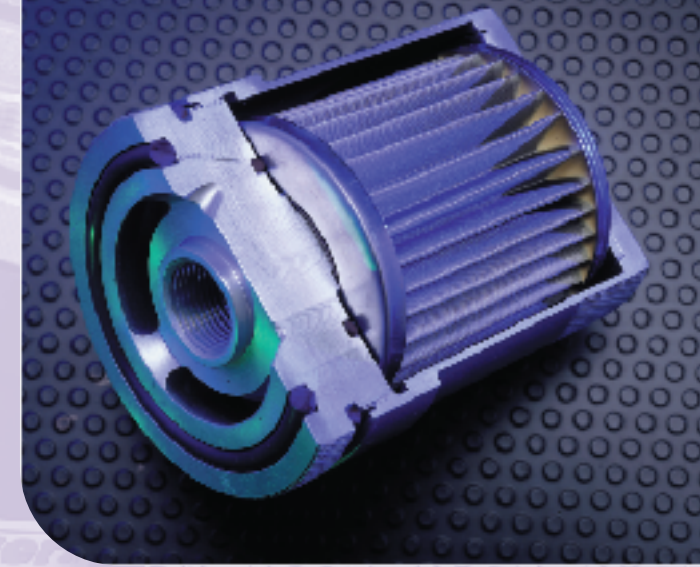
Pure Power! Lifetime Oil Filter Systems® are the most technologically advanced oil filtration systems available. This revolutionary technology consists of multiple Patent Pending designs for Oil Filters in a form designed to deliver superior filtration and yet be **cleanable** and **reusable** for the lifecycle of the engine.

Outstanding quality, American made, 6061 T-6 forged Billet Aluminum Housing. Deep pleated, duplex woven T304 Stainless Steel filter media has the largest amount of filter area available. Patent Pending Extreme High-Flow Inlet and Outlet provides for "One-pass" absolute filtering of debris. Maximum oil flow volume doubles the flow of **filtered** oil. Viton® Seals for the ultimate in durable sealing ability. Convenient inspection canister allows easy monitoring of engine condition at any time.

CNC Machined Housing is designed, engineered and manufactured to last the lifetime of your car, diesel truck, boat, motorcycle or HD equipment engine. Filter can be cleaned in parts washing tank or can be field cleaned in hot soapy water. Cleaner oil provides longer engine life, longer oil life, better fuel economy and lower emissions.

Independent laboratory testing at Southwest Research Institute and field testing by Mack Trucks and the U.S. Postal Service have proven Pure Power! Oil Filters to be over 90% more efficient than conventional "throw away" oil filters in removing debris 30 micron and SMALLER (*particles that are most harmful to engines*).

**If it's Pure Power!
It's Extreme High Performance**



Webster Dictionary definition of "filter"
fil•ter (fil'ter) *n.* A device containing a porous substance through which a liquid or gas can be passed to separate or screen out suspended matter.

HOW DOES YOUR "Throw Away" OIL FILTER WORK? Oil does not go through paper or cellulose so how can it "filter"? "Throw Away" Oil filters are designed to flow the oil BY (*not through*) the outside of pleated paper in hopes of catching particles that are inherent in motor oil. This is random extraction and these particles can then be loosened again back into the oil flow going through the engine causing decreased performance (reduced horsepower and gas mileage, increased engine wear and emissions etc). Most oil filters have a by-pass which operates in "by-pass" mode all of the time.