

# FRAM<sup>®</sup> ADVANTAGE

THE POWER OF ORANGE.<sup>™</sup>



**PROFESSIONAL  
INSTALLER PROGRAM**

EXCELLENCE TECHNICAL KNOW-HOW EXCELLENT COVERAGE HONEYWELL  
LOYALTY PROFESSIONAL SUPPORT TELEVISION PROMOTIONS R&D INNOVATION

75 YEARS EXPERIENCE ALWAYS COMMITTED TO EXCELLENCE  
SALES SUPPORT PARTNERSHIP ONLINE TOOLS BRAND LOYALTY

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# FRAM<sup>®</sup> ADVANTAGE

THE POWER OF ORANGE.<sup>™</sup>



## The Power of Orange<sup>™</sup>: Driving business to the Do-it-for-Me market

Welcome to the FRAM<sup>®</sup> ADVANTAGE Professional Installer program.

FRAM ADVANTAGE is a powerful concept in the Do-it-for-Me (DIFM) channel. We are teaming up with distributors and installers like you all across the country to drive growth, efficiency and profits. We want you on the FRAM ADVANTAGE team!

Here are just some of the big benefits available to you:

- Access to an automotive **POWER BRAND** with thousands of loyal consumers across North America, looking for locations to get an authentic FRAM filter installed.
- A history of **TECHNOLOGY AND INNOVATION** that will help you trade-up consumers to the premium products that bring you higher profits for any make or model, import or domestic vehicle.
- A **BUSINESS TOOL KIT** that can help you reach our large consumer customer base and maximize your automotive filter-change productivity.

FRAM BRAND + TECHNOLOGY & INNOVATION + BUSINESS TOOL KIT = **FRAM<sup>®</sup> ADVANTAGE**

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# Harness the power of the FRAM® brand, North America's most recognized and preferred oil filter

FRAM is the most recognized and preferred brand of oil filter in North America. In fact, our research shows that Canadian consumers prefer a FRAM oil filter over other competitors. The FRAM ADVANTAGE program is designed specifically to leverage that fierce brand loyalty and lead additional consumers to the DIFM channel.

Ask consumers about FRAM, and they will tell you about an authentic brand that generations have sworn by for over 75 years. These consumers are car maintainers who really care about their vehicles and what products go on them. Consumers know that every one of the famous orange filters carries with it a bond of trust, reliability, heritage, and absolute premium performance. These are qualities consumers will recognize in you and your customers when a trusted FRAM filter is installed on their vehicle.

That's The Power of Orange™ – driving our consumers to you. That's the power of FRAM.



The FRAM brand spends millions annually on T.V. advertising



## The most recognized oil filter brand by car maintainers

**FRAM®**

NEAREST COMPETITION



43%



26%

Source: Honeywell CPG Proprietary Study, by Ipsos Reid, 2003

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# 3 Levels of Technology 3 Choices of Profit

FRAM® offers three distinct tiers of filter technology that allow you to trade-up your customers to a FRAM filter that fits their driving habits. This system will change the way you sell oil filters and increase your profit margins.

The system is simple. We have focused on the core insight of every consumer's desire for engine protection from harmful dirt and particles and are communicating benefits to you on our new packaging.

In addition to our flagship Extra Guard oil filters, we offer a line of premium filters that all have high engine protection ratings. This rating is communicated on our packaging as 3x and 6x (times) more engine protection than the leading economy filters' average\*. In addition, FRAM Xtended Guard filters are now rated for 16,000 km change intervals when used with synthetic oil under normal driving conditions.

When drivers tell you about their driving habits, this system allows you to trade them up to a better, more technologically advanced filter that will bring them a higher level of engine protection.

## More Technology = More Profits

With this new engine protection rating system, we are making the filter choice relevant again to consumers and communicating it in a simple way.

They will feel empowered, and you will realize a higher profit when the consumer needs a better filter.

This system also mirrors consumer options to upgrade to synthetic-blend or full-synthetic oil. Industry estimates about 30% of all oil changes use a synthetic based oil. So ask your customers "Why not use a high-quality filter when you are asking for superior oil?"



### On-Pack Head-to-Head Comparison

	ECONOMY AVERAGE	EXTRA GUARD	TOUGH GUARD		ECONOMY AVERAGE	XTENDED GUARD
Protection Level	Basic	Advanced	Superior	Dirt Trapping Efficiency <sup>††</sup>	<80%	97%
Engine Protection <sup>†</sup>	1X	3X	6X	Change Interval		16,000 KM
Dirt Trapping Efficiency <sup>†</sup>	<80%	95%	99%	Dirt Holding Capacity <sup>††</sup>	12g	27g
Silicone Anti-Drainback Valve			✓	Silicone Anti-Drainback Valve		✓

\*VS. LEADING ECONOMY FILTERS' AVERAGE

<sup>†</sup>Honeywell testing of filter efficiency and capacity of models equivalent to PH8A, 5387A and 6687 under ISO 4548-12 for particles > 20 microns.

<sup>††</sup>Honeywell testing of filter efficiency and capacity of models equivalent to X68A under ISO 4548-12 for particles > 20 microns.



## Want Proof? Our filters are race-tested.

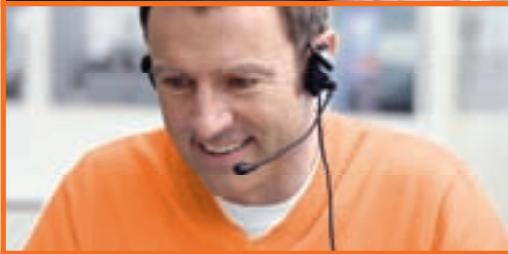
FRAM engineers have been putting oil filters on dragsters for many years because we are enthusiasts too. The NHRA is an important proving ground for our filter technology and innovation. We have invested in a big presence at NHRA events across the U.S., including hospitality, consumer booths, visibility signage, and tickets for VIPs.

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# Business Tool Kit:

## The right tools, training & support

The FRAM® ADVANTAGE Business Tool Kit can help you reach our large consumer base and maximize your oil/filter-change productivity and efficiency.



### Here's what you get in the tool kit:

- **Training:** You can download training modules that cover important issues you deal with regularly. In addition, there are technical bulletins and new-product training sheets to help your service writers and technicians do their jobs better and faster.
- **Tech Hotline:** Call us with tech challenges for the range of vehicle on the road today – import or domestic! We have your back when service technicians run into issues, and we can offer helpful hints and solutions in minutes to almost any filter challenge.
- **Team Membership:** We are committed to building a team at every level in the distribution process with sales incentives and merchandising support to help you build your business.
- **Inventory Management:** The FRAM team can help you build the perfect mix of inventory for you and your installers, saving both time and valuable inventory space. We will also share with you our consumer insights based on information from DesRosiers Automotive Consultants, by providing stocking and market information for your target area.

All this adds up to  
**The Power of Orange™** working for you!



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## Installer Welcome Kit:

- 1 FRAM Banner (48" x 24")
- 1 Roll of FRAM Oil-Change Stickers
- 1 FRAM Metal Sign (20" x 30")
- 2 FRAM T-Shirts
- 6 FRAM Pens
- 1 Pad of FRAM Floor Mats
- Product Sell Sheets/  
Educational Materials



PENS



BANNER



METAL SIGN



FLOOR MATS



OIL-CHANGE STICKERS



T-SHIRTS

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# The Power of Orange™: Driving profits to you

As a FRAM® ADVANTAGE Professional Installer, you may be eligible to receive the following benefits:

- ➔ Help to reach our large customer base of brand loyal FRAM customers.
- ➔ Added trust in your service-provider locations when consumers see the FRAM brand.
- ➔ The FRAM.com approved service-provider listing to drive incremental consumer referrals.
- ➔ Easy-to-execute FRAM ADVANTAGE incentive programs tailored to drive increased sales at every level.
- ➔ Online training and tech-support hotline to drive increased productivity in the service bays.
- ➔ Merchandising kit for your service providers that reassures customers and transfers the FRAM trust to their business.
- ➔ Custom-inventory management.
- ➔ Opportunity and training to trade-up consumers into premium products with a higher profit margin (all filters are price competitive).
- ➔ Technical bulletins, new model announcements and promotions available to all levels of the distributor chain.

This is a breakthrough, multilevel incentive program for the DIFM channel.  
Don't miss out on the opportunity to partner with FRAM and drive your incremental sales and profits!

Learn all the details and sign up today at:

**[www.FRAMADVANTAGE.com](http://www.FRAMADVANTAGE.com)**