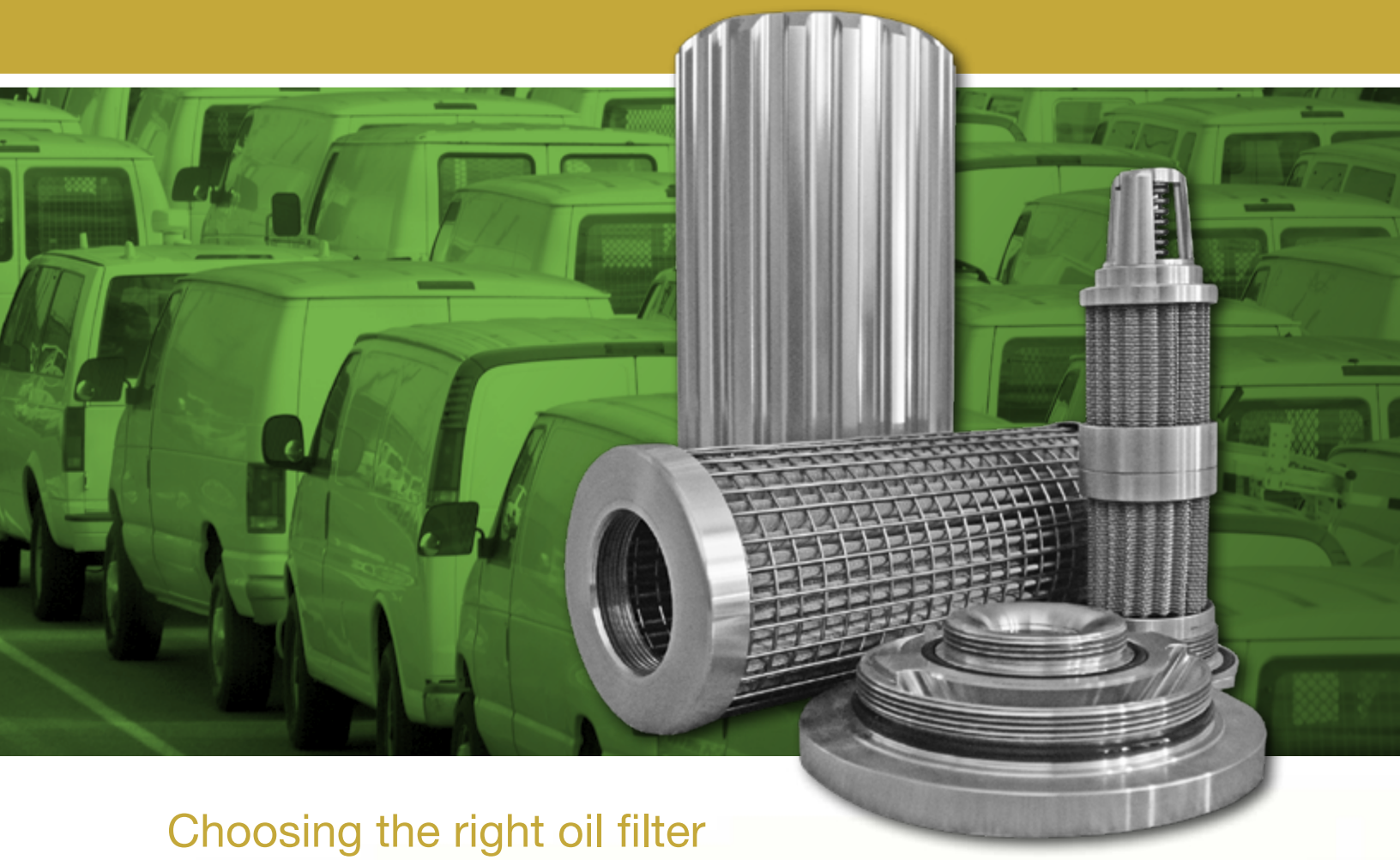
# CHANGE YOUR FILTER, GREEN YOUR FLEET



Choosing the right oil filter
enables you to make a green statement
and cut maintenance expenses.

HUBB®
The Next Generation Oil Filter

www.hubbfilters.com


Over 800 million oil filters need to be disposed of every year in the U.S. That's enough to cover every inch of every NFL football field more than 30 times.

Disposing of conventional oil filters and complying with environmental requirements is a real headache for fleets. But what if an oil filter could actually be cleaned and reused so you wouldn't have to go through the disposal headache and expense? And what if it performed better than a conventional filter and saved fleets a little green?

Oil filter technology has taken a huge leap in the last few years. With the right reusable filter, fleets can reduce their carbon footprint by:

- Eliminating the massive number of used oil filters going into landfills
- Reducing water contamination caused by improperly disposed oil filters
- Reducing carbon monoxide and nitric oxide emissions through improved filtration
- Consuming less oil thanks to advanced filtration technology

## The Impact of Oil Filters on the Environment

### The Status Quo: Disposable Filters Pose a Serious Environmental Risk

Over 800 million oil filters need to be disposed of every year in the U.S. That's enough to cover every inch of every NFL football field more than 30 times.


**50%**
of oil filters are not disposed of properly

**400** million
never make it to landfills

1 gallon of oil can contaminate 1 million gallons of drinking water

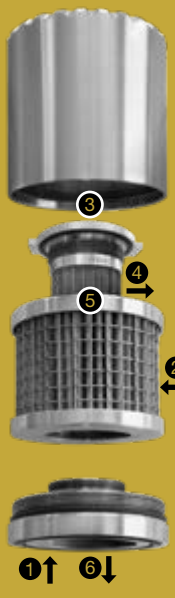
Source: EPA

## How HUBB Filters Work

The HUBB filter looks and works completely differently than conventional filters. HUBB deploys a patented filter-in-a-filter design.

- Two large, kidney-shaped openings channel oil around the exterior of the primary filter. These large openings dramatically increase the oil flow in comparison to a conventional filter.
- Most of the oil is filtered by the primary filter.
- Oil then flows through a secondary filter, which prevents cross contamination.
- Pressure differential valves ensure the engine is never without oil, even in extreme conditions, increasing engine protection.

HUBB's patented design increases the oil flow rate to the engine by 5 times the rate of a standard oil filter, and HUBB's filter efficiency is 99 percent of contaminants at 25 microns versus only 52 percent for a conventional filter. In combination with its patented pressure differential values, the HUBB filter provides superior and longer protection for engines.




**HUBB Filters by the Numbers**

1. Oil flows through kidney intake
2. Oil passes from outside to inside filter
3. Pressure Differential Valve opens
4. Secondary Filter – oil passes from inside-out
5. 2nd Pressure Differential Valve is used for extreme conditions
6. Clean oil flows back to engine

That's a heavy burden on landfills, the Environmental Protection Agency (EPA) estimates that almost 50 percent of oil filters are not disposed of properly, meaning 400 million never even make it to landfills. Instead, they end up in garbage cans, backyards, alleyways — and some even find their way into water sources.

When conventional oil filters are disposed of improperly and oil enters the water supply, the risk is substantial. The EPA estimates that one gallon of oil can contaminate 1 million gallons of drinking water. This is a dangerous situation, because these used filters contain toxic chemicals and heavy metals, posing human health and environmental risks. In fact, the EPA classifies oil filters as biohazards.

For fleets, this means they must be careful to properly dispose of filters in accordance with governmental guidelines or face non-compliance fees. As many fleet managers know, compliance can mean major headaches and additional costs, but the benefits are worth it.

**The Next Generation Oil Filter:** Reusable Filters Can Eliminate Disposal Headaches and Benefit the Environment

The next-generation HUBB filter can be cleaned and reused. Because its media is made of surgical-grade stainless steel, the filter holds up to repeated cleanings without losing effectiveness. That means HUBB filters are an almost permanent filter solution. Imagine never having to replace an oil filter or find a way to properly dispose of or recycle it. Instead, just clean, replace and repeat. No more headaches — and, with zero need to replace the filter every few months, HUBB filters reduce the growing burden traditional oil filters place on landfills and the environment.

## The Impact of Oil Filters on a Fleet's Carbon Footprint

**The Status Quo:** Traditional Filters Increase Oil Consumption

Oftentimes, traditional filters force fleets to change the oil in their units before it has reached the end of its useful life. Here's why: when traditional filter media gets clogged with contaminants and oil, it reduces the effectiveness of the media. In order to prevent the vehicle from running on "dirty oil" and damaging engine components, the vehicle owner must change the oil and the filter.

More frequently oil changes increase oil consumption — and that means a greater carbon footprint as well as higher costs. The production of one quart of oil requires almost 5 pounds of carbon, which means a simple oil change for a typical car "costs" about 25 pounds of carbon. It's even higher for trucks and commercial vehicles. Higher oil consumption results in the need for more oil production, and in turn, greater carbon costs.

Field testing performed by independent labs have confirmed that fleets can at least double their oil change interval with HUBB.

**The Next Generation Oil Filter:** Reusable Filters Reduce Oil Consumption

Unlike traditional filters, Hubb reusable filters provide better filtration and that means fewer oil changes and less oil consumption.

HUBB filters simply filter better enabling the oil to stay cleaner, longer. The HUBB filter is fleet proven and fleets can safely double oil change intervals.

## Benefits beyond the Environment: Economics and Protection

Making the switch to reusable oil filters has clear environmental benefits without an economic or performance hit.

Field testing performed by independent labs have confirmed that fleets can at least double their oil change interval with HUBB. Fewer oil changes result in significant cost savings for fleets:

- Less oil purchased
- Lower disposal fees
- Fewer technician hours
- Lower maintenance and repair costs as a result of cleaner oil

These same field tests have proven that HUBB provides superior protection – even with extended oil drain intervals.

## The Next Generation Is Better

At the end of the day, HUBB's next-generation oil filters are better for your engine, better for your budget, and better for the environment.


Awarding organizations often provide tools that winners can use to promote their efforts both internally and externally. Industry publications can shine a light on the green activities of fleets, showing how they stand against their peers.

## Get Credit for Green Behavior

As green practices have become more prevalent, fleets are getting credit for good green behavior, such as improving fuel efficiency and reducing emissions. As more and more fleets shift to reusable filters, similar incentives may apply to reduced oil use and filter disposal. Opportunities and benefits fleets can achieve by going green include:

### Awards

Both federal and local agencies award honors to fleets and organizations that go green. For instance, the Clean Air Act Advisory Committee recognizes and honors outstanding efforts to achieve cleaner air through its Clean Air Excellence Awards Program.

### Publicity

One of the benefits of "green" awards is the publicity that comes along with them. Awarding organizations often provide tools that winners can use to promote their efforts both internally and externally. Industry publications can shine a light on the green activities of fleets, showing how they stand against their peers. For example, *Heavy Duty Trucking* magazine honors the 25 most environmentally conscientious fleets in the U.S. through its annual Top Green Fleet award.

*Heavy Duty Trucking* provides its Top Green Fleets honorees a logo that allows these fleets to publicize their good green behavior, a certificate that helps them promote the benefits of their green efforts internally, and a profile in the publication, which is widely regarded in the industry.

The Clean Cities' National Clean Fleets Partnership, which establishes strategic alliances with large fleets to help them explore and adopt alternative fuels and fuel economy measures to cut petroleum use, follows a similar model. The accomplishments of participating fleets are recognized in Clean Cities' publications and websites and national and local media. Fleets are also given access to the Clean Cities logo to use in their own publicity efforts.

### Green Tools

Sometimes green behavior is rewarded with tools that help fleets become even greener. For instance, the SmartWay Transport Partnership, a collaboration between the EPA and the domestic freight industry designed to reduce greenhouse gases and air pollution, provides participants with performance benchmarking tools, fleet management best practices, and technology verification.

SmartWay Partners can also receive public recognition and awards and use of the SmartWay Transport Partner logo to demonstrate their environmental leadership.

Switching to the HUBB filter now will ensure fleets are making the greenest choice, staying ahead of the compliance curve and yet saving money.

**Funding**

Environmentally conscious fleets can also earn funding for their green practices. For instance, the Clean Diesel Program, which provides support for projects that protect human health and improve air quality by reducing harmful emissions from diesel engines, includes access to grants and rebates funded under the Diesel Emissions Reduction Act (DERA).

On a state level, the $2.9 billion Environmental Trust included in the Volkswagen settlement provides funding to upgrade or repower older vehicles and equipment in an effort to quickly reduce emissions of oxides of nitrogen (NOx).

**Federal Fleet Incentives.**

Fleets may also benefit from federal fleet incentives. For instance, the Public Transportation Innovation and Low or No Emission (Low-No) Vehicle programs offer funding to public and private organizations for research, demonstration, and deployment projects involving low or zero emission public transportation vehicles. Tax credits are also available for qualified plug-in electric drive motor vehicles and tax exemptions are available for heavy-duty highway trucks and trailers with qualified on-board idle reduction devices.

**Get Ahead of the Curve**

While the incentives currently in place do not focus on oil and oil filters, as more and more fleets shift to reusable oil filters, similar economic incentives may apply to reduced oil use and filter disposal, along with increased recognition of its green benefits.

Switching to the HUBB filter now will ensure fleets are making the greenest choice, staying ahead of the compliance curve and saving money.

## About HUBB

HUBB is a revolutionary, reusable oil filter for most passenger cars and light- and medium-duty trucks that use a spin-on filter. HUBB provides faster, better and longer engine protection in comparison to conventional oil filters while reducing preventive maintenance costs and helping the environment. HUBB's patented filter-in-a-filter design is made of a surgical stainless steel filter weave, rather than paper that is used by conventional filters. HUBB's unique design and CNC production process enables it to improve oil flow by up to five times, while capturing more contaminants from combustion which keeps the oil cleaner, longer. HUBB is a reusable and cleanable filter so it eliminates the need to dispose of used filters in landfills. Backed by independent third party testing, HUBB filters are designed to last the lifetime of a vehicle and are backed by an industry first 100,000-mile or 5,000-hour performance guarantee. HUBB has received multiple product design awards.

For more information, visit www.hubbfilters.com