

# SERVICES THAT ACCELERATE YOUR BUSINESS GROWTH

## BUSINESS INSIGHT

**Gain access to a wealth of real-world data and the expertise to analyze it effectively.**

Thanks to our global scale, we can reveal new opportunities for your business. For example, our unique TRIM Data Mapping provides the filter part numbers you need to service the actual vehicles in operation (VIO) in your market area. Ask your Mighty Rep for a free demo.



## CUSTOMIZED TRAINING

**Boosting your staff's knowledge and productivity will increase your business's efficiency and profitability.**

Our experts offer a wide range of training options for maintenance skills, sales techniques, product knowledge and more. Let us help your team sell more filters, the right way!



## INVENTORY MANAGEMENT

**When it especially comes to filters, having the right inventory on hand is vital.**

Let your local Mighty Rep help you avoid missed sales and save you the hassle of managing your inventory, giving you more time to service your customers and run your business. We'll keep your inventory at optimal levels to increase bay efficiency without tying up excess cash in unneeded parts.



Visit us at [www.MightyAutoParts.com](http://www.MightyAutoParts.com)

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# THE MIGHTY FAMILY OF FILTERS



**MAX + ENGINE GUARD + TECSELECT**



# Mighty Filters Exceed the Need

Today's engines are operating at higher temperatures with longer drain intervals. That's why OE engineers demand a filter that is highly efficient; removing as many harmful particles as possible, while keeping the flow restriction as low as possible. Tall order. No problem.

- ✓ **OE Requirements**
- ✓ **Extensive Coverage**
- ✓ **Exceptional Performance**

## MIGHTY FILTERS FEATURE

- **Advanced Synthetic Media:** engineered to meet or exceed strict OE performance requirements.
- **A Unique Spiral Bound Nylon Core:** provides improved inner strength and less flow restriction, resulting in exceptional efficiency.



## MIGHTY AIR FILTERS

**Did you know: For every gallon of fuel burned, 10,000 gallons of air will be pulled through the air filter!**

This means it's vital that air filters be efficient at trapping dirt that can harm the engine.

Mighty air filters use high-efficiency media to do just that. Particles as small as 40 microns are filtered out. Engine Guarded!

### Mighty air filters also:

- **Meet or exceed OE requirements including new engine specification**
- **Feature OE design for proper fit and easy installation**
- **Offer extensive coverage for over 98% of all passenger cars and light trucks in the USA**



## MIGHTY FUEL FILTERS

**Mighty offers comprehensive fuel filter coverage for most passenger cars and light trucks in service today.**



## MIGHTY CABIN AIR FILTER

**Your customers are more aware than ever about the importance of clean air inside their vehicles.**

Protect them from pollen, dust and other contaminants. Replace their old, dirty cabin filter with a new Mighty one.

The Mighty cabin air filters feature highly efficient, lab-tested media including both combination and particulate types. When you use Mighty cabins you are providing filters that meet OE requirements, so you and your customers can breathe easier.

Mighty offers a complete cabin air filter program with sales support and a very useful cabin filter installation guide. Saves you time. Makes you money. Now that's a good combination!

## ADDITIONAL FEATURES

- **New Vehicle warranties remain in effect when Mighty filters are installed**
- **Extensive coverage including late model applications**
- **Easy to use print, digital and online filter catalogs means you find the right filter fast**

## MIGHTY OIL FILTERS



### MAX

The name says it all. This is our best filter. Engineered with advanced synthetic **microglass** media, MAX filter offers higher capacity to meet the demands of extended drain intervals while also delivering 99%\* efficiency at trapping harmful dirt particles.



### ENGINE GUARD

Our most popular filter, with years of proven performance and protection. All the OE features, our highly efficient (95%)\* synthetic **microfiber** media and extensive coverage make this your "go to" filter!



### TECSELECT

This filter contains the features required to perform well in vehicles with shorter oil changes intervals. It meets the OE requirements for these vehicles and is the choice of pros every day.

\*Multi-pass efficiency rating at 20 microns