

## Why buy genuine cabin air filters?

Toyota genuine cabin air filters are exactly what you'd expect: technically innovative, a perfect fit and the performance to keep your customer comfortable at the wheel. But what makes them better than their non-genuine equivalents?

Everyone knows the importance of engine filters for efficient vehicle operation. But how many of your customers understand the importance of regular cabin air filter changes – or even whether one is fitted to their vehicle? Actually, most recent Toyota vehicles have a cabin air filter built into the heating, ventilation and air-conditioning (HVAC) system, usually behind the glove box where it provides driver and passenger benefits out of all proportion to its size.

### Particulate nasties – arriving at 150 litres per second

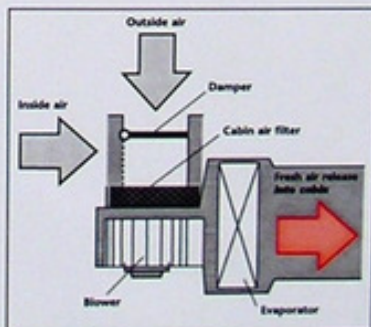
Smoke, dust, soot, pollen and other airborne particles cause irritation, fatigue or worse when we ingest them. Up to 150 litres of air enter a typical HVAC system every second; with millions of particles per litre, concentrations inside a vehicle can quickly build to unhealthy levels. Fortunately, cabin air filters provide the solution.

**Pro-tip** – advise your customer to leave ventilation in recirculate mode when parked to help stop windblown debris getting in to the HVAC system.

### How cabin air filters work

Toyota genuine cabin air filters are sophisticated devices that combine close-meshed non-woven barriers, electrostatically charged filters, microscopic nanofibres and activated charcoal to remove particles, noxious gases, ozone and odours from the HVAC airflow before it reaches the vehicle interior.

Naturally, Toyota genuine cabin air filters are manufactured from the highest quality particle filter media and support layers. These are designed to balance airflow resistance, particle holding capacity and dust removal efficiency for maximum filtration performance, and to keep each Toyota vehicle's HVAC system operating as it was originally designed to do.



How a cabin air filter works

### Performance decreases with time

As the cabin air filter does its work, dirt builds up surprisingly quickly on the filtration surfaces, contaminants accumulate, musty odours develop and impaired airflow gradually reduces HVAC efficiency.

- Filter media become blocked – filtration falls
- Electrostatic charge is lost – efficiency decreases
- Pressure variation rises – stressing the HVAC system
- Pores in the charcoal layer are blocked – odour removal is reduced
- Accumulated 'filter cake' builds on the filter surface – breeding allergens

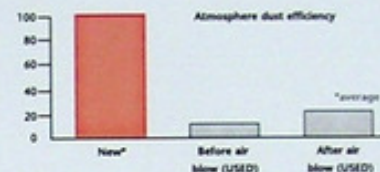
Left unchecked, interior heating and cooling problems can result – maybe even damage to the HVAC system. That's why modern cabin air filters must be changed regularly – typically every 10,000 to 20,000 miles, or at least once a year.

### Changing the cabin air filter is easy

Toyota cabin air filters are easy to replace, though vehicle owners sometimes overlook this, particularly on older vehicles where replacement may be overdue. It only takes a few minutes to find out whether a cabin air filter change is needed (and if in doubt, it's not expensive to make a precautionary replacement). As a conscientious professional vehicle technician, it's an easy way to look after your customer and their Toyota vehicle.

### Blowing out an air filter does not increase efficiency.....

With genuine Toyota cabin air filters you'll avoid the uncertainty of lower-quality, imperfectly fitting, non-genuine parts, help maintain the design performance of advanced Toyota HVAC systems and protect your customer's health.



- Pro-tip** – it simply isn't worth trying to clean a cabin air filter – new really is best
- Pro-tip** – obvious though it sounds, always hold the dirty cabin air filter upright to avoid spilling accumulated filter debris
- Pro-tip** – ensure that you fit the new filter the correct way (genuine Toyota cabin air filters are marked with a helpful indicator arrow) and that the carrier tray is re-inserted properly.
- Pro-tip** – always manipulate plastic interior trim tabs gently during removal and replacement of the cabin air filter
- Pro-tip** – unsure whether a filter is fitted or exactly how to get to it? Just call your Toyota 'first! Centre



When new, a multi-stage cabin air filter typically uses a filtration area equivalent to between 50 and 100 football pitches to remove up to 99% of particles.

