



Hep, **HEPA** Hooray!

MicroGard HEPA is the **BEST** Cabin Air Filtration available today

EXCLUSIVELY at  **O'Reilly**
AUTO PARTS



What is HEPA?

An Acronym for ***High Efficiency Particulate Air***

Used as early as the 1930's to capture microscopic radioactive particles.

TODAY-

HEPA is used in many industries and applications where "clean" air is warranted

Hospitals • Computer Manufacturing
Pharmaceutical Manufacturing • Food Processing
Home Filtration • Airplanes • **Car Filtration**



Why Upsell to MicroGard HEPA Cabin Air Filters?

- **O'Reilly has the best Cabin Air Filter available**
 - Unique differentiator
 - No other competitor has this quality filter available
 - Proprietary media
- **Higher dollar vehicles today are coming equipped with HEPA Cabin Air Filters**
 - Ability to offer this upgrade to the mass vehicle market
- **100% U.S.A. manufactured**
- **100% of all raw materials manufactured in the USA**
- **100% American owned company**



It makes good sense & cent\$ to upsell to HEPA

