

LUBER-FINER®

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Successful Launch Of New Extreme Clean HD™ Premium Cabin Air Filter



Fram Filtration recently launched its new line of Luber-finer® Extreme Clean HD™ Premium Cabin Air Filters, designed to purify the cabin air of Class 6, 7 & 8 heavy-duty trucks.

The unique Luber-finer Extreme Clean HD Premium Cabin Air Filter, which offers the dual action of carbon and Arm & Hammer™ Baking Soda to remove odors, will provide relief for drivers with allergies and create a barrier by preventing up to 98% of harmful contaminants from entering the cabin.

Heavy-duty vehicles and their drivers are often surrounded by some of the most contaminated air environments, from the dirt and dust of the on-highway haul to the emissions and fumes associated with fueling stops and idling trucks.

The Luber-finer Extreme Clean HD Premium Cabin Air Filter protects the cabin occupants from harmful contaminants, such as mold spores, bacteria, pollen, diesel soot, ozone and offensive odors.

Designed for 16 popular truck models, including Freightliner, International, Kenworth, Sterling, Volvo and Western Star, as well as John Deere Tractors

and John Deere Combines, the Extreme Clean HD Premium Cabin Air Filter can remove sub-micron and micron-sized particles, including dust and pollen particles ranging in size from 5 to 100 microns.

Designed for easier, more flexible stocking, the Luber-finer Extreme Clean HD Premium Cabin Air Filter is now available in a new, more convenient 3-per-case size. The new 3-per-case size provides optimum convenience for stocking the product, formerly in a 12-per-case size.

MORE INFO: <http://bit.ly/12YcfSu>
SOURCE: Luber-finer.com



A video featuring John Gaither, PE Director of Heavy-Duty Engineering, FRAM Filtration, describing the benefits of the new Luber-finer Extreme Clean HD Premium Cabin Air Filter is available for viewing [here](#).

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Upcoming Industry Events

Volvo / Mack Commercial
Sept. 5 - 7 Terry Town, NY

Commercial Vehicle Solutions Network (CVSN)
Sept. 15 - 18 Santa Rosa, CA

Volvo / Mack Canada
Oct. 16 - 18

Technology Maint. Council
Oct. 19 - 22

Featured Products



New Luber-finer Time Release Technology (TRT™) – TRT™ filters are a breakthrough in oil management systems. Luber-finer TRT filters help your fleet extend oil-change intervals by impeding oil degradation found in modern diesel engines. Calculate your TRT maintenance costs at www.luber-finer.com.



Luber-finer MXM™ Force Air Filters – MXM™ Force Air Filters, with revolutionary MicroGold Fiber technology, are engineered to address high-dirt and dust environments while delivering 99.9% cleaning efficiency.



Luber-finer Imperial XL Filter
Imperial XL premium-quality heavy-duty lube filters provide exceptional filtration for high-dust, off- and on-highway applications with extended drain intervals.



FTR Forecast Shows Trucking In Very Positive Territory For Coming Months

According to transportation forecasting firm FTR Associates, its Trucking Conditions Index (TCI) for April, as reported in its June Trucking Update, “reflects a strongly favorable environment for trucking” as the TCI increased another 0.7 points for the month to a reading of 13.8.

FTR noted its TCI summarizes various industry metrics and when it has a reading above zero, it indicates a “generally positive environment for truckers.” And readings above 10—as they stand now—“signal that volumes, prices, and margins are likely to be in a solidly favorable range for trucking companies.”

The firm explained that “modest rate increases are expected to resume

as freight enjoys reasonable volume growth alongside the reduced trucking productivity that is the result of increased regulations.”

FTR now forecasts that new regulations will take at least 3% out of trucking capacity.

In addition, per FTR, a soft fuel market will keep overall freight rate increases (rates including fuel) below normal recovery levels. However, the firm said it expects a “significant” increase in base prices because the upcoming Hours of Service (HOS) rule changes and other rulings will negatively impact capacity.

MORE INFO: <http://bit.ly/12YcjBS>
SOURCE: FleetOwner.com

Proper Installation Of An Oil Or Fuel Filter Requires Much More Than Taking It “For A Spin”

At a glance, it appears to be pretty simple to install a new oil or fuel filter on your heavy-duty vehicle: just line up the threads and give it a spin. This mindset, however, can be dangerous to the vehicle’s operation and overall health.

The first thing to keep in mind when installing a new filter is that there are torque specs for every component on a vehicle. In other words, if the instructions for installing a new filter say it must be tightened to three-quarters of a turn after gasket contact, then tighten it to three-quarters of a turn after gasket contact, no more, no less.



Disregarding the instructions for installing a spin-on oil or fuel filter can damage the filter.

Of course, there are other things to keep in mind in addition to this basic installation principle. All oil filters feature a gasket at the open end of the filter, which acts like a seal and a lock-washer after installation.

Depending on the size of the filter, the gasket will be either flat (usually on smaller filters), or bevel-cut (on some larger filters).

MORE INFO: <http://bit.ly/14lwuW6>
SOURCE: Luber-finer.com

Facts and Trends

Dog Photos to Raise Money for Animal Rescue Foundation

As part of the launch of the Luber-finer® Extreme Clean HD™ Premium Cabin Air Filters, the Truckers’ New Best Friend promotion asks truck drivers to post photos of their dogs with their trucks to a specially dedicated Luber-finer Facebook Page and in turn Luber-finer will donate \$5 to the Tony La Russa Animal Rescue Foundation (ARF).

MORE INFO: Luber-finer.com/arf
SOURCE: Luber-finer.com/extreme-clean

Trends Report Shows Trucking Is Literal ‘Lifeblood’ Of Economy

The ATA American Trends 2013 report—issued this month by the American Trucking Associations—showed that 9.4 billion tons of freight were moved by truck in 2012, comprising 68.5% of all domestic shipments and accounting for \$642.1 billion of gross freight-related revenues, ATA said. Both numbers show growth from 2011.

MORE INFO: <http://bit.ly/1c0UrVI>
SOURCE: CCJdigital.com

Five Proven Ways To Succeed Or Fail As An Owner-Operator

Sometimes owner-operators are their own worst enemy. They too often do things to undermine their business—like budgeting based on the best of times, not year-long averages.

Or they switch carriers to one promising more home time, for example, without checking everything, only to discover they can’t make payment with the truck parked in the driveway every night. A small fleet owner in Eden, MN, who has had experience with owner-ops who don’t look at the big picture, offers these Top 5 ways to sabotage your future.

MORE INFO: <http://bit.ly/13VZN2s>
SOURCE: TruckingInfo.com

Upcoming August Ads

- Fleet Maintenance
- Fleet Maintenance Digital
- Truck Parts & Service E-Newsletter