

Press release

Effective protection against particulate matter, allergens and gaseous pollutants

New micronAir® blue automotive cabin air filter from Freudenberg Filtration Technologies to be launched at Automechanika

Weinheim, September 13, 2016. Right on time for Automechanika in Frankfurt, the leading international meeting place for the automotive industry, Freudenberg Filtration Technologies will present their new micronAir® blue cabin air filter for the independent auto parts market. With its four biocide and nano-silver-free filter layers, this novel product provides almost total protection against air pollution and carcinogenic particulate matter in the vehicle interior. At the same time, it reliably separates allergens, pollen, microorganisms, harmful gases and unpleasant odors. This minimizes health risks for vehicle occupants and contributes to enhanced driving safety in traffic. This product launch opens up new sales opportunities for auto parts dealers and workshops, as vehicles can be retrofitted with the effective high-performance filter with immediate effect.

At the Automechanika trade fair from September 13-17, 2016 in Frankfurt, Freudenberg Filtration Technologies will be presenting the company's latest filter innovation: micronAir® blue. With the launch of this new product, the independent automotive parts market will be able to access the highly effective micronAir® proTect line range of cabin air filters, originally developed for OE customers.

A single filter protects against numerous contaminants

The filter from the micronAir® family is a true multi-talent. Whereas conventional cabin air filters only prevent the intrusion of soot, dust and odors into the vehicle interior via the ventilation system, micronAir® blue can do much more. It separates almost 100 percent of particulate matter and allergens, keeps out the smallest microorganisms such as molds, and binds

harmful gases and unpleasant odors. In this way, micronAir® blue sustainably minimizes the health risks that car drivers are exposed to as a result of high air pollution in traffic. Thanks to powerful and long-lasting separation, the cabin air filter prevents even the smallest contaminant particles from penetrating the vehicle interior – and thus into the air breathed by its occupants.

Four filter layers, one goal: good air inside the cabin

What makes micronAir® blue so effective is the composition and interaction of four different filter layers. The first two layers effectively separate particulate matter and microorganisms, such as bacteria and mold spores. Using activated carbon, the third filter layer provides reliable protection against harmful gases and emissions. The fourth filter layer represents the greatest innovation, where a patented biofunctional layer with biocide and nano-silver-free additives is used to filter allergens.

More rigorously and realistically tested than any previous cabin air filter

The high separation performance of micronAir® blue in terms of allergenic particles and fungal spores has been confirmed in numerous tests. The specialists at Freudenberg Filtration Technologies worked with experts from independent research institutions to develop a unique sequence of laboratory and chamber tests specifically for this high-performance allergen-particulate filter. The multi-stage, highly realistic test methods corroborated the high effectiveness of micronAir® blue. Furthermore, a medical study found the biocide and nano-silver-free additives used in the fourth filter layer to be completely harmless to humans. Just some of the reasons why the new micronAir® blue filter already carries the seal of approval of the independent Austrian research institute OFI.

Available today in many workshops

With the introduction of micronAir® blue for the independent auto parts market, Freudenberg has responded to the growing demand for functional filters for the automotive industry. The new generation of automotive cabin air filters has opened up additional sales opportunities for dealers and

workshops, because they can now offer their customers high-quality filters from Freudenberg Filtration Technologies. The end-user in turn benefits from reduced health risks associated with particulate matter, allergens and other pollutants by retrofitting his or her vehicle with micronAir® blue.

Further information on the micronAir® blue cabin air filter can be found at www.micronairblue.com



Photo:

Caption: With its four biocide and nano-silver-free filter layers, the micronAir® blue cabin air filter provides almost total protection against air pollution and carcinogenic particulate matter in the vehicle interior.

Source: Freudenberg Filtration Technologies

About Freudenberg Filtration Technologies

Freudenberg Filtration Technologies is one of the world's leading manufacturers in high-performance and energy-efficient liquid and air filtration technology solutions. By improving the efficiency of industrial processes, conserving resources, and protecting people and the environment the solutions contribute to enhancing the quality of life. With its Viledon and micronAir global brands, Freudenberg Filtration Technologies offers customers innovative filter elements and systems for the energy, health, and transport (automotive, rail, marine, aviation) sectors, general ventilation and cleanroom technology, and for highly-specialized applications. In 2015, Freudenberg Filtration Technologies employed about 2,300 associates and generated sales of around € 394 million. www.freudenberg-filter.com

About the Freudenberg Group

Freudenberg is a global technology group that strengthens its customers and society long-term through forward-looking innovations. Together with its partners, customers and the world of science, the Freudenberg Group develops leading-edge technologies, and excellent products, solutions and services for more than 30 market segments and for thousands of applications: seals, vibration control components, nonwovens, filters, specialty chemicals, medical and mechatronic products, IT services and the most modern cleaning products.

Innovation strength, strong customer orientation, diversity and team spirit are the cornerstones of our Group. Commitment to excellence, reliability and pro-active, responsible action belong to the company's core values lived for more than 165 years.

In 2015, the Freudenberg Group employed over 40,000 people in some 60 countries worldwide and generated sales of more than 7.5 billion Euros (including pro-rata consolidation of 50:50 joint ventures). For more information, please visit www.freudenberg.com

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