

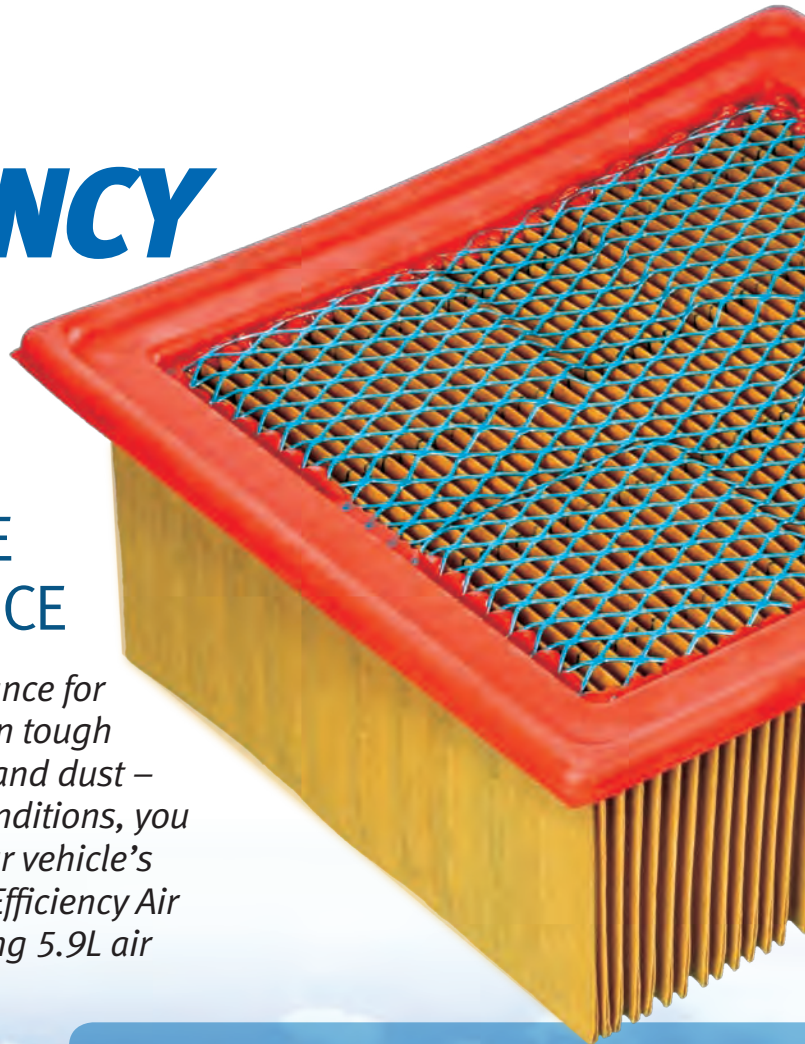
AUTHENTIC PERFORMANCE™



INTRODUCING THE RAM
5.9L
HIGH-EFFICIENCY
AIR FILTER

NEW AIR FILTER DESIGN
PROVIDES ULTIMATE ENGINE
PROTECTION & PERFORMANCE

Do you want the best protection and performance for your 5.9L Cummins Diesel? Whether you run in tough operating environments – like high humidity and dust – or just experience normal everyday driving conditions, you will see improved filter service and extend your vehicle's engine life with Mopar's new Ram 5.9L High-Efficiency Air Filter. It's the most durable and best performing 5.9L air filter on the market today.



***"You can't find a better 5.9L air filter
... because it doesn't exist!"***

Michael J. Dumas Chrysler Engineering



NEW! **5.9L** **HIGH-EFFICIENCY** **AIR FILTER**

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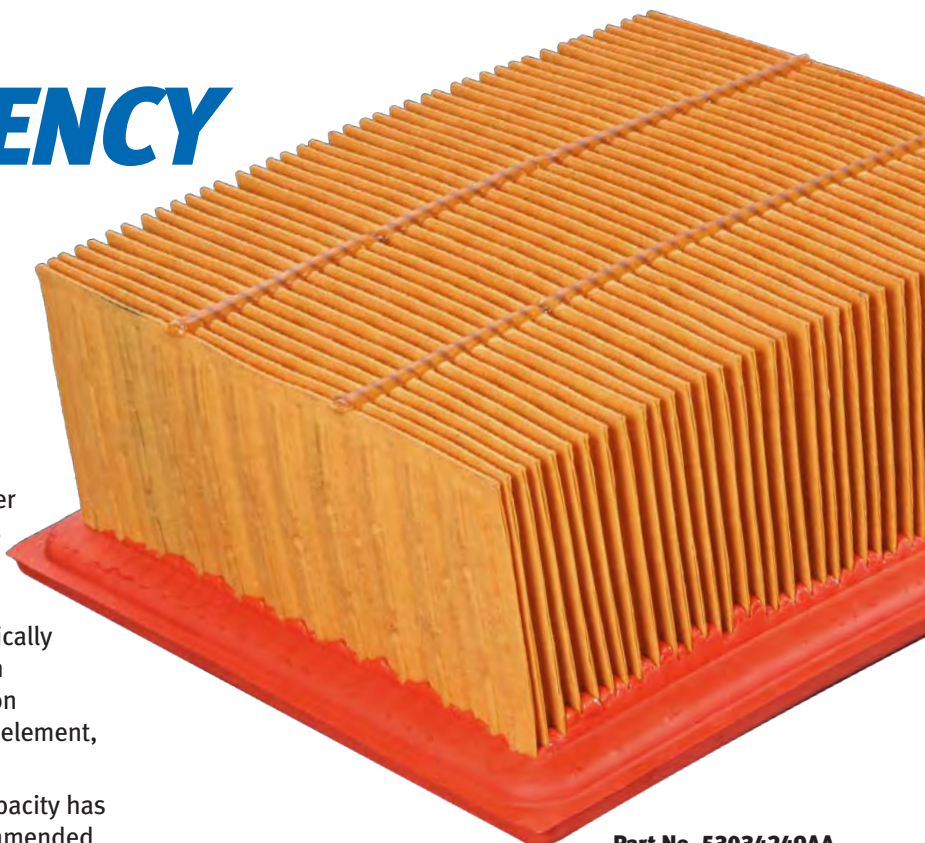


CHECK OUT THESE FEATURES:

- **Taller Pleat Height** – A taller pleat height means improved dust holding capacity and extended filter service life. That means you'll see longer intervals before your filter replacement indicator tells you it's time to replace your filter.
- **Special "Diesel" Pleat Design** – Designed specifically for diesel application, this more rigid pleat design provides the best dust capacity and flow restriction performance available anywhere for a panel filter element, yet still provides improved filter efficiency.
- **Greater Dust Holding Capacity** – Dust holding capacity has been increased by 50% over the previously recommended replacement filter. This higher efficiency will reduce the amount of dirt that could enter your engine, providing longer engine life.
- **Improved Filter Efficiency** – The amount of dirt that can potentially enter the engine has been reduced – final efficiency has been increased to 99.5%!
- **Strengthened with Phenolic Resin** – The Ram 5.9L filter paper is infused with phenolic resin, which improves strength for significantly better performance in high humidity and dusty environments

The new Mopar Ram 5.9L High-Efficiency Air Filter. More reliability. Exceptional performance. Longer service life.

More than a better air filter. Simply the BEST air filter for your Dodge Ram Cummins Diesel.



Part No. 53034249AA



**SEE THE
DIFFERENCE!**

**▲ NEW 5.9L
HIGH-EFFICIENCY
AIR FILTER**



Available only at your local Dodge dealer.