

# COOPERS FIAAM FILTERS

## CABIN AIR FILTERS OPPORTUNITY

### AN IMPORTANT ROLE

The role of the cabin air filter is to **stop all particles** in order to **purify the cabin air**. As such, it **improves comfort** and **protects the health** of passengers.

- IT **PROTECTS FROM EXTERNAL POLLUTION**
- IT **STOPS BAD ODOURS**



### PERFORMANCE MATCHING YOUR NEEDS

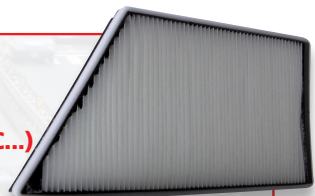
#### Pollen cabin air filters (COOPERSFIAAM references PC...)

The "Pollen Stop" effect withholds allergenic particles, even the smallest ones which are likely to enter the lungs, often provoking asthma and allergies.



#### Activated Carbon cabin air filters (COOPERSFIAAM references PCK...)

It stops all particles and also odours. The filtering medium used consists of three layers: an active carbon layer placed between two layers of non-woven fibres.



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## A GROWING MARKET

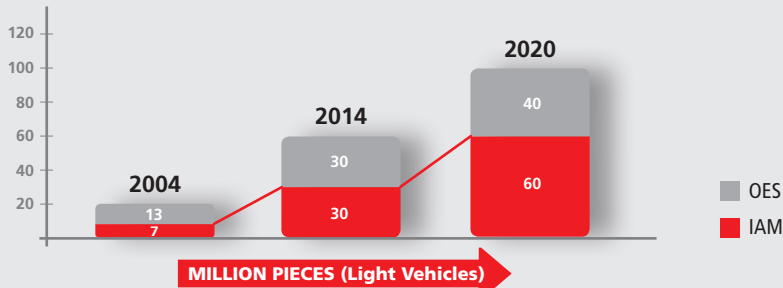
The sales of cabin air filters have **increased by 50%** over the last three years.

### A GROWING CAR PARC

Almost **95% of new vehicles** are fitted with a cabin air filter.

The majority of car drivers now associate bad odours in the cabin to a cabin air filter that needs to be replaced.

### CHANNEL BREAKDOWN EVOLUTION (OES AND IAM)



### PROFIT OPPORTUNITIES

- **Ease of service:** the cabin air filter is accessible and easy to replace, no specific tools are needed.
- **Regular business:** generally, the manufacturer predicts annual filter replacements.



As with the other filters, the cabin air filter must be changed during the yearly service.

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