



GENUINE VOLVO MAINTENANCE PARTS, FILTERS, COMPETITIVE COMPARISON



Competitive Comparison

This competitive comparison focuses on the main competitive arguments that can help the sales discourse.

GENUINE VOLVO FILTERS

Why use Genuine Volvo Filters?
Contaminant reduction capability
Dirt holding capacity
Fluid flow rate
High build quality
Good and bad maintenance
Conclusion

GENUINE VOLVO FILTERS

Why use Genuine Volvo Filters?

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GENUINE VOLVO FILTERS

Why use Genuine Volvo Filters?

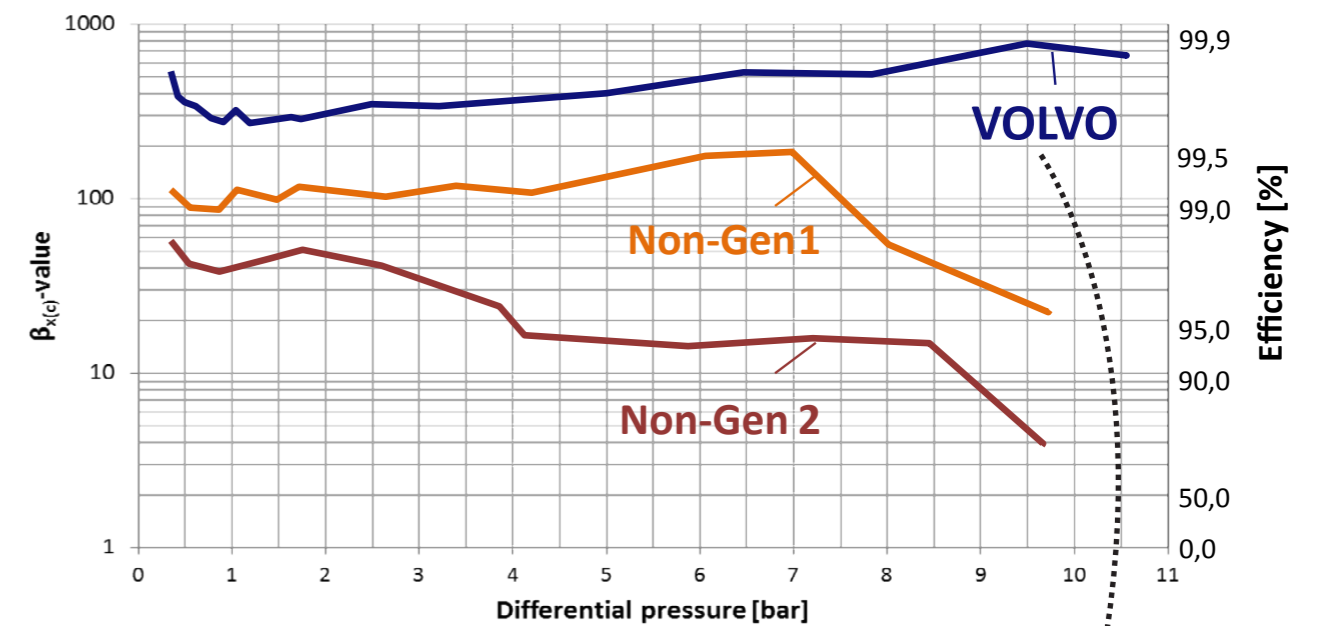
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Volvo Filters have well proven high filtration capabilities.

Non genuine filters may be less efficient and problems may occur, such as :

- risk of extensive wear of machine parts
- risk of breakdowns
- risk of excessive downtime
- risk of significant repair costs

Contaminant reduction capability ("Beta" reduction ratio)



10 grams



These pictures illustrate the amount of dust passing through an engine air filter with (left) 99.0% and (right) 99.9% efficiency when 1 kg of dust is fed into the system.



1 gram

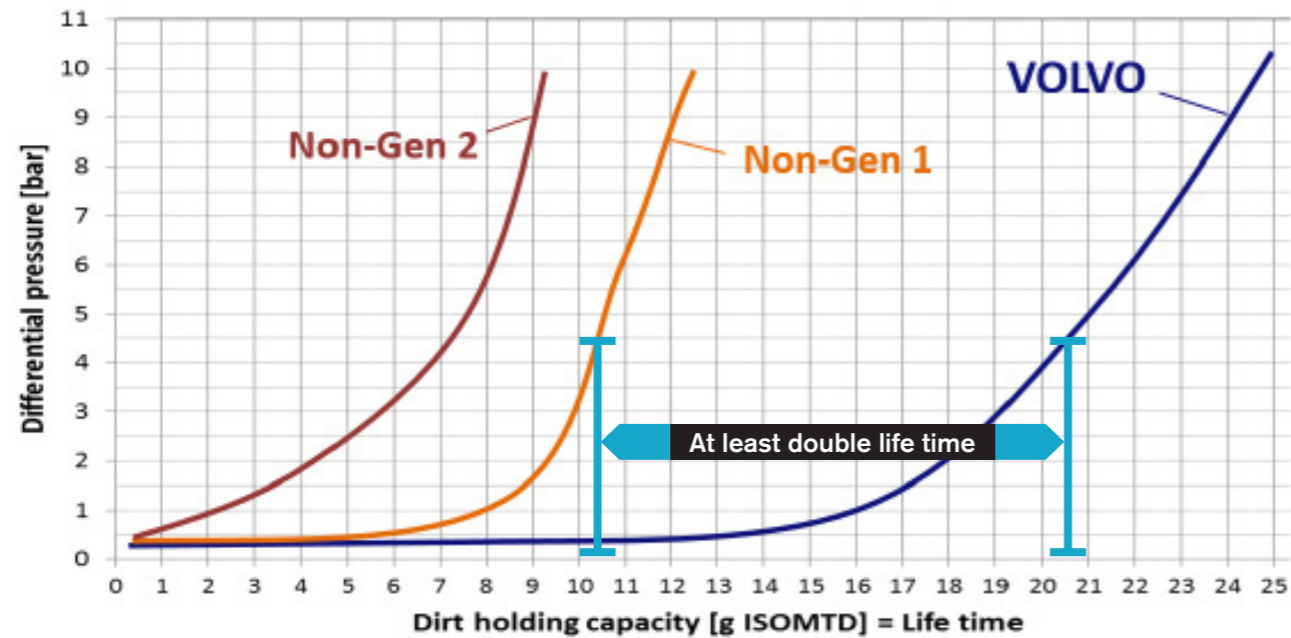


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Volvo Filters possess high dirt holding capacity combined with good flow capabilities. They will perform until the next service. Non-genuine filters may not provide the necessary protection for the full duration of the service interval. Several problems may also occur, such as :

- restricted lubrication
- low performance due to low oil flow
- risk of collapsed filter allowing unfiltered oil to circulate
- non-genuine filters are likely to need replacing more often
- additional cost and downtime



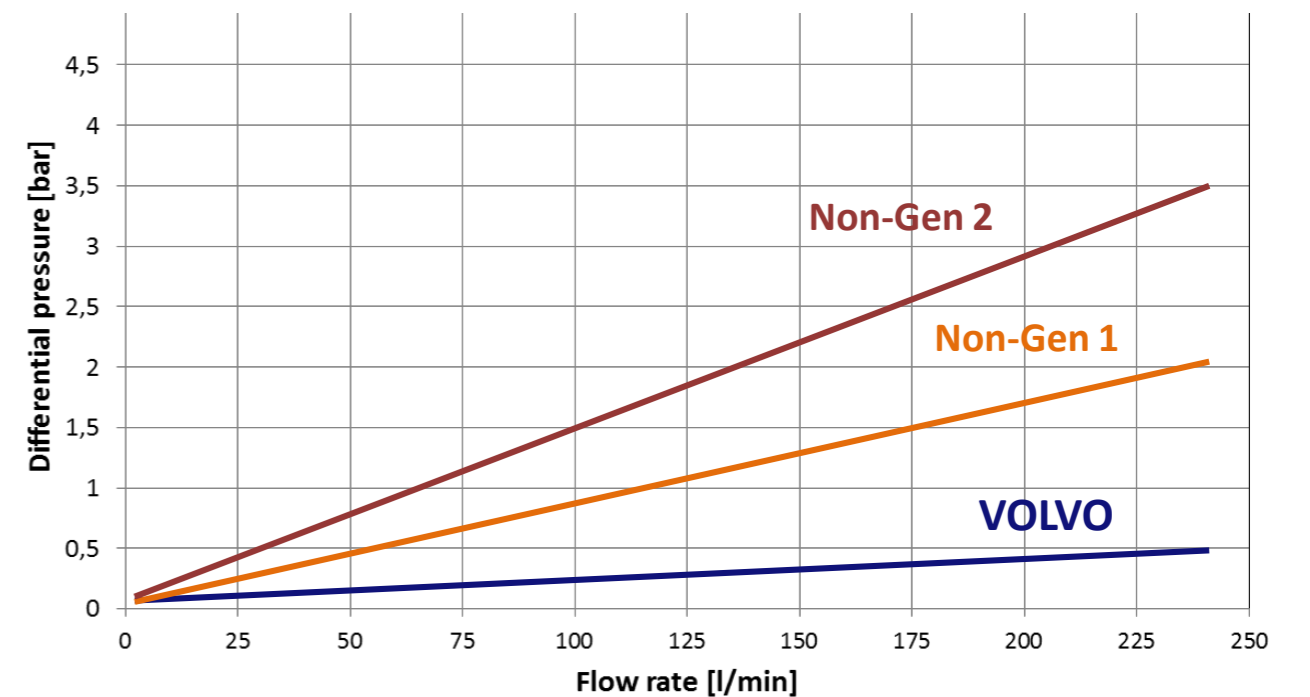
Collapsed non-genuine filters

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Volvo Filters have well proven high fluid flow rate. Non-genuine filters can have poor flow rates leading to higher differential pressure. High differential pressure causes:

- increased fuel consumption
- low performance due to low oil flow
- increased risk of filter collapse
- risk of significant repair costs



GENUINE VOLVO FILTERS

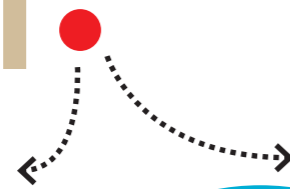
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Volvo Filters are manufactured to a very high quality and rigorous quality controls are maintained during the manufacturing process. Non-genuine filters are often built using cheap materials with insufficient bonds and seals. Little or no control of source material and manufacturing means quality can vary considerably. This causes:

- risk of leaks
- risk of oil or air passing unfiltered
- risk of filter material entering into the systems and causing blockages
- risk of filter collapse
- which in turn risk to damage components with extensive repair costs as a consequence.



Bad joints on low quality filters



BAD JOINTS ON LOW QUALITY FILTERS



THE USE OF NON-GENUINE FILTERS CAN CAUSE REPAIR COSTS UP TO 100 TIMES MORE THAN THE UPFRONT COST OF GENUINE VOLVO FILTERS.

Repairing damage caused by malfunctioning filters can cost up to 100 times* more than the price of Volvo Filters.

* Based on EC380D with 2 500 annual operating hours.

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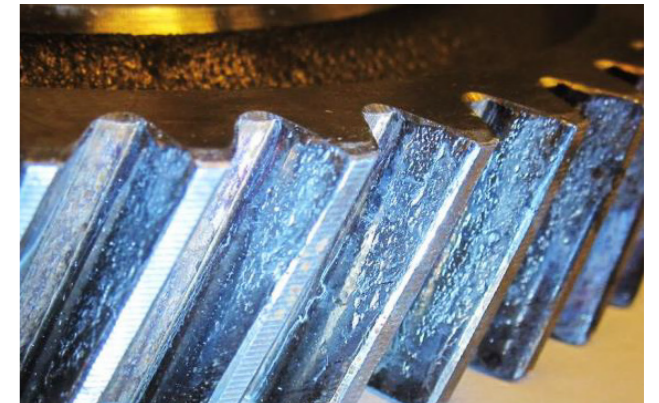
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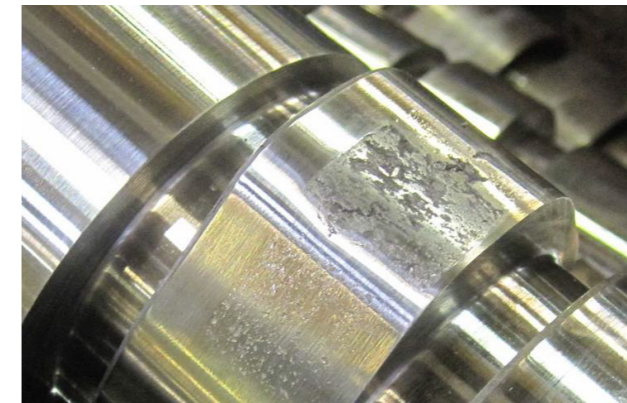
Engine full of dirt and oil sludge



Worn gears



Worn cam lobe



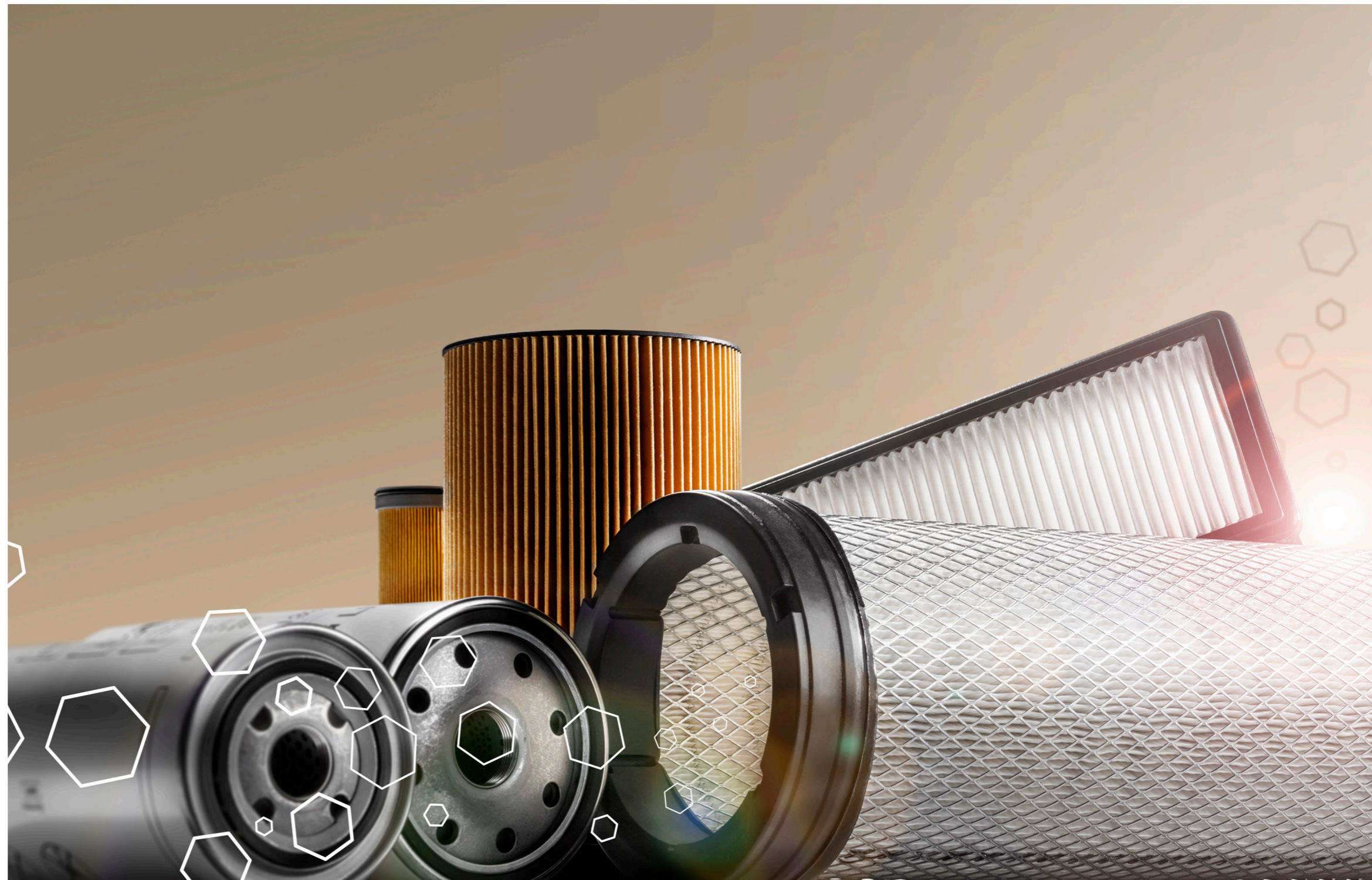
Worn main bearing



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Cheaper filters will probably result in higher cost!



VOLVO

Volvo Construction Equipment

www.volvoce.com