



The Sustainable Oil Filter

HOW TO ACHIEVE AFFORDABLE SUSTAINABILITY

Sustainability doesn't have to be hard or expensive to achieve. Stainless steel, reusable oil filters can deliver immediate cost savings while significantly cutting a fleet's carbon footprint.



HOW TO ACHIEVE AFFORDABLE SUSTAINABILITY

Sustainability — for fleets it's a word that often conjures up high costs and headaches.

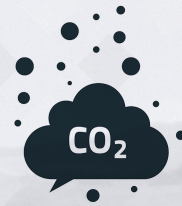
This is partly because fleet sustainability has traditionally been narrowly focused on reducing fuel use — resulting in either the investment in difficult-to-maintain green driving programs or in expensive alt-fuel technology, such as compressed natural gas (CNG) or propane-autogas fuel systems and dispensers.

But, the days of sustainability linked exclusively to fuel are over. Because of improvements in automotive technology, specifically the development of durable and reusable stainless steel oil filters, you have an addition to the fleet sustainability menu that is affordable, easy to implement, and sees immediate sustainability and cost-reduction results.

THE HIGH COST OF CONVENTIONAL FILTERS

Though oil filters are a necessary expense, conventional filters come at a high cost — both for the environment and your budget.

Consider the following:



$$1,000 (X3) \times 18,000 (X5) = 90,000$$

A 1,000-vehicle fleet that performs 3 preventive maintenance oil drains per year needing 6 quarts of oil/ vehicle/oil drain will use 18,000 quarts of oil/ year. Each quart of oil comes at the expense of 5 pounds of carbon.

The total carbon “cost” of a traditional PM oil drain program is 90,000 pounds of carbon or 40 metric tons.

By transitioning to a durable, reusable stainless steel oil filter, a 1,000-vehicle fleet can cut its carbon costs in half.

But, perhaps more important for the environment, fewer dirty, contaminated oil filters will be going into landfills. A 1,000-vehicle fleet that makes the switch to affordable, sustainable reusable filters will help keep an additional 3,000 filters from landfills per year.

Cutting carbon costs is a powerful message to deliver to customers and the public, demonstrating that sustainability is an achievable, high priority for the fleet, and not simply an unfulfilled goal. But this is only half of the message of affordable sustainability. Affordable sustainability saves fleets money immediately.



THE EPA ESTIMATES 800 MILLION CONVENTIONAL, DISPOSABLE OIL FILTERS END UP IN U.S. LANDFILLS EACH YEAR.

HOW TO ACHIEVE AFFORDABLE SUSTAINABILITY

Sustainable Oil Change Program at a Glance

TRADITIONAL PROGRAM



COST \$400,000/yr

OVER A 5 YEAR PERIOD,
THAT TRANSLATES INTO
\$2,000,000

REUSABLE OIL FILTER PROGRAM SAVES 26% OR \$500,000/yr

A 1,000-vehicle fleet could spend more than \$400,000/year for oil drains following a conventional disposable filter maintenance program. Over a 5-year period, that translates into \$2 million in oil change costs. Switching to a reusable, stainless steel filter with a longer-interval drain will save \$500,000 or 26% in out-of-pocket costs — including oil, oil filter, filter disposal or cleaning, and labor — more than offsetting the reported 3% increase in oil change costs in 2017, which is predicted to increase at an annual 2% rate.²

THE HIGH COST OF PREVENTIVE MAINTENANCE

It's no secret — preventive maintenance is edging up. It's estimated that preventive maintenance costs — including oil drains — have increased 3% over the past year.¹

There are a number of factors contributing to this rise in costs:

- The high cost of labor
- The increasing requirement to use expensive synthetic oil by OEMs
- The high cost of traditional oil filters

Switching to a durable, reusable stainless steel oil filter allows fleets to immediately optimize their oil use, and cut these creeping maintenance costs. Because the oil is being filtered more effectively, oil drain intervals can be significantly increased.

For example, analysis of the total base number (TBN) by Blackstone Laboratories shows that fleets using a HUBB reusable stainless steel oil filter can extend their oil drain by up to 10,000 miles for gasoline engines and 15,000 miles for diesel engines and still maintain a TBN well above minimum acceptable levels.

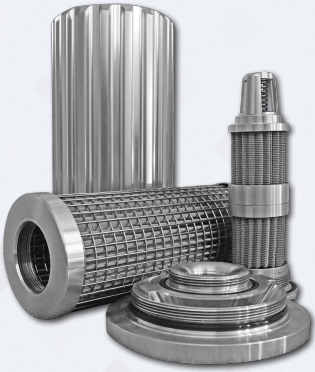
There are three compelling budgetary reasons to make the switch to a sustainable stainless steel oil filter:

1. The need to purchase 50% or less oil due to longer oil drain intervals
2. Not having to purchase conventional filters at \$4-\$6/filter
3. Spending significantly less on labor

This translates into real, sustainable financial savings.



HOW TO ACHIEVE AFFORDABLE SUSTAINABILITY



SWITCHING
TO THE HUBB
FILTER NOW WILL
ENSURE FLEETS
ARE MAKING
THE GREENEST
CHOICE, STAYING
AHEAD OF THE
COMPLIANCE
CURVE AND YET
SAVING MONEY.

Reference

1.-2. "Fleet Preventive Maintenance Costs Increase 3%." Antich, Mike. *Automotive Fleet*. March 2018. <http://www.automotive-fleet.com/article/story/2018/03/fleet-preventive-maintenance-costs-increase-3-in-cy-2017.aspx>. Accessed April 12, 2018.

SUSTAINABILITY NOW

There is no reason to delay making the switch from expensive, unsustainable conventional oil filters to cost-effective, sustainable reusable and durable stainless steel oil filters. They're easy to install and provide immediate cost savings that are sustained over time.

HUBB has a unique service model that enables fleets to realize the benefits of HUBB without the up-front investment, including the availability of a filter cleaning service — for a simple monthly fee.

Don't wait — contact HUBB at www.hubbfilters.com to find out how you can make the switch to a stainless steel, reusable filter and achieve affordable sustainability today.

ABOUT HUBB

HUBB is a revolutionary, reusable oil filter for most passenger cars and light- and medium-duty trucks that use a spin-on filter. HUBB provides faster, better and longer engine protection in comparison to conventional oil filters while reducing preventive maintenance costs and helping the environment. HUBB's patented filter-in-a-filter design is made of a surgical stainless steel filter weave, rather than paper that is used by conventional filters. HUBB's unique design and CNC production process enables it to improve oil flow by up to five times, while capturing more contaminants from combustion which keeps the oil cleaner, longer. HUBB is a reusable and cleanable filter so it eliminates the need to dispose of used filters in landfills. Backed by independent third party testing, HUBB filters are designed to last the lifetime of a vehicle and are backed by an industry first 100,000-mile or 5,000-hour performance guarantee. HUBB has received multiple product design awards. For more information, visit www.hubbfilters.com