



**LUBER<sup>®</sup> FINER<sup>®</sup>**  
BUILT TO DO MORE<sup>®</sup>

## General Overview 04-23-2018



# CHAMP LABS VISION AND MISSION



**CHAMPION**  
— of the —  
**EXTRA MILE**

**OUR MISSION** is to serve our **customers** by launching **new products**, providing the most **efficient solutions**, while delivering the **best value**, as the **filtration supplier of choice**.



# HOW LUBER-FINER SUPPORTS YOUR GROWTH



We address intellectual property challenges with innovative engineering solutions



Our changeover program is world-class and is very effective



Our current coverage is at 98% for all on-road applications



We schedule annual meetings to setup a plan for each year on key growth accounts



We have experienced sales reps to sell your fleets (no reps)



Our digital tools keep expanding to address the challenges you face to grow your business



## *WE ARE A TRUE PARTNER!*

# CHAMP LABS – KEY BRANDS



WE OWN LEADING BRANDS...



AND ARE THE PRIVATE LABEL SUPPLIER FOR THESE MAJOR COMPANIES





# CHANNELS WE SUPPORT

## OEM/OES

### HEAVY DUTY



### LIGHT DUTY



## INSTALLER CHANNEL



## HD AFTERMARKET



## RETAIL CHANNEL



# WE SERVICE KEY FLEETS

**LUBERFINER**  
BUILT TO DO MORE<sup>®</sup>



# 80 YEARS OF PROVIDING VALUE



Luber-finer® begins operation from a Los Angeles garage. Early success driven by development of the Luber-Finer® 750 bypass filter.

1936

2016

Luber-finer® continues to strengthen brand equity with relevant filter technology, coverage and marketing support.





# CHAMP LABS LOCATIONS



- 1. Albion DC**  
*Albion, IL (owned)*  
335,000 sq. ft.  
Semi-automated  
sortation,  
Heavy Duty and Light  
Duty Ship direct
- 2. Corporate  
Headquarters**  
*Toledo, OH*
- 3. Shelby Plant**  
*Shelby Twp., MI (leased)*  
36,000 sq. ft.  
Various liquid filters
- 4. Central America DC**  
*Costa Rica, Central  
America (3<sup>rd</sup> Party)*  
Grupo Kolima  
partnership  
107,000 sq. ft.  
Heavy Duty Filtration
- 5. Albion Oil Plant**  
*Albion, IL (owned)*  
710,400 sq. ft.  
LD and HD spin-on and  
cartridge filters 85% in  
house fabrication on LD  
Spin-on oil filters
- 6. Riverside DC**  
*Riverside, CA (leased)*  
34,000 sq. ft.  
Heavy Duty and OE  
Filtration
- 7. Shanghai China**  
Room 1107B, Shui On  
Plaza, No.333, Middle  
Huaihai Road,  
Huangpu District,  
Shanghai

**Over 80% of Lubert-finer Product is Manufactured  
in the USA**



## 2017 4<sup>th</sup> Quarter Data *(On-Highway Class 5-8 Vehicles)*

**Overall Coverage 98%**



Oil Filters

**99%**



Air Filters

**98%**



Fuel Filters

**95%**



Cabin Air

**93%**

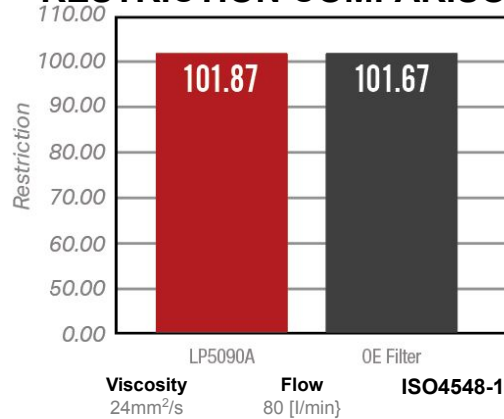
# NEW PRODUCT ANNOUNCEMENT

## LP5090A-DD15 LUBE FILTER

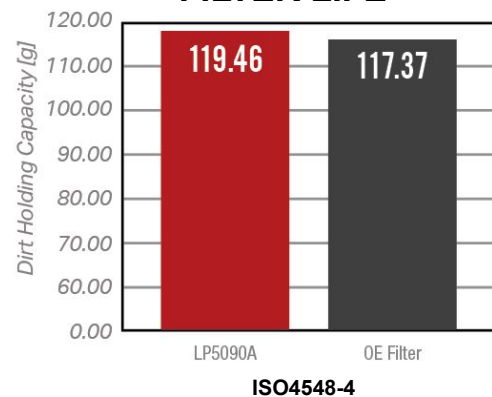
**LUBER FINER**  
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### IN-HOUSE TESTING LP5090A vs. OE Filter

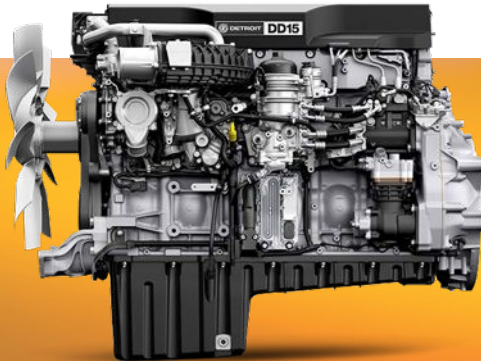
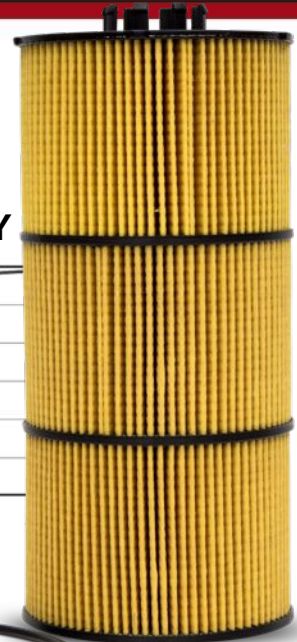
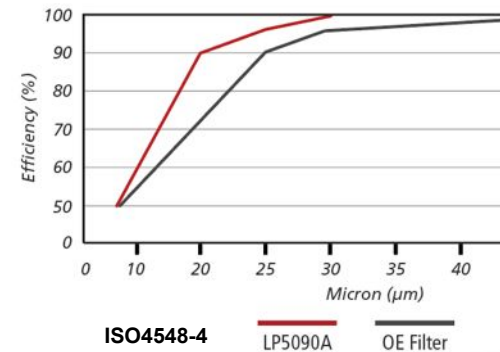
#### RESTRICTION COMPARISON



#### FILTER LIFE



#### FILTRATION EFFICIENCY



Fits Popular  
**DD13, DD15, DD16**  
**ENGINES**

Used on Freightliner and  
Western Star Trucks

Meets or exceeds  
**OE PERFORMANCE**  
**SPECS**

for Capacity, Efficiency  
and Restriction

#### CROSSES TO:

- Detroit Diesel A4721800109
- Baldwin P7505
- Donaldson P551005
- Fleetguard LF17511

**IN STOCK AND READY FOR ORDERS**

# NEW LFP9001 XL

## HIGH CAPACITY

### LFP9001XL COMPETITIVE CAPACITY COMPARISON

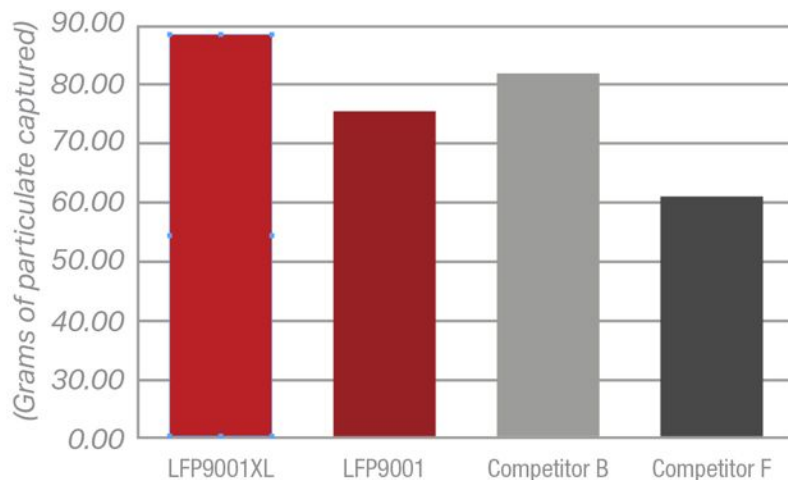
The LFP9001XL offers

**45%\*** MORE CAPACITY THAN ALTERNATIVES

	LFP9001XL	LFP9001	Competitor B	Competitor F
Capacity (g)	88.77	76.30	81.70	60.92

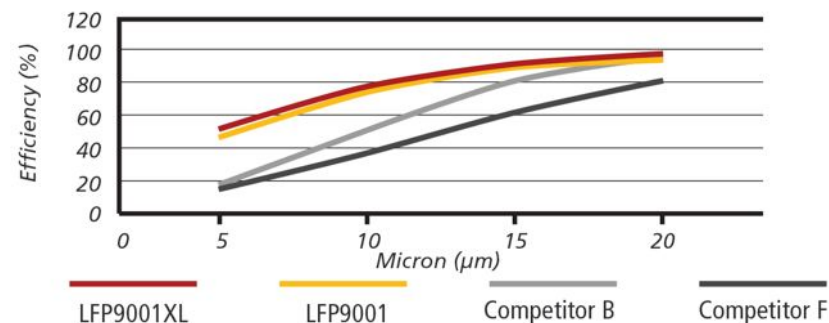
Competitor B, Competitor F and LFP9001XL were tested (capacity numbers are average)

\*As calculated from IZO4548-12 in-house testing vs. competitive filters



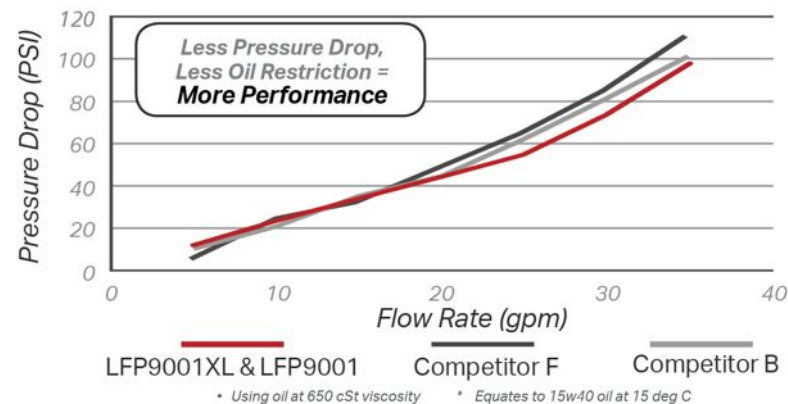
## ENHANCED EFFICIENCY

### LFP9001XL & LFP EFFICIENCY VS. COMPETING FILTERS



## REDUCED OIL RESTRICTION

### FLOW RATES & RESTRICTION IN COLD START CONDITIONS



# Luber-Finer Product Innovation

New Products Drive Growth



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# MXM NANO TECH™ AIR FILTER

**LUBER-FINER**  
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## WIN THE WAR AGAINST DUST

REDUCE ENGINE WEAR AND DAMAGE  
THROUGH SUPERIOR TECHNOLOGY.

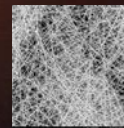
**MXM**

**NANO TECH™**



### STANDARD CELLULOSE MEDIA

Gaps between cellulose fibers are large, allowing contaminants to deeply penetrate the media.



### LUBER-FINER® NANOTECH MEDIA

Gaps between nano fibers are small, capturing more contaminants on the surface media layer.

- Complies with OE warranty specifications
- Superior overall efficiency of 99.99%\*

\* Tested per ISO 5011 model LAF1849MXM

# EXTREME CLEAN HD™ CABIN AIR



**Extreme Clean HD™ Premium Cabin Air Filters** offer the power of leading disinfectant products to provide a safer, more ergonomic driving environment.

- Unique dual action of Arm & Hammer™ Baking Soda with activated charcoal
- Can remove up to 98% of road dust and pollen (as small as 5 microns\*) from incoming cabin air, offers driver better quality air in the cabin
- Helps maintain proper air flow for the HVAC system

*\* Road dust and pollen particles ranging in size from 5-500 microns*



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## TIME RELEASE TECHNOLOGY (TRT™)

TRT™ Lubrication Filters utilize time release technology to keep your oil in prime condition as long as possible – increasing oil life span and change intervals.\*

- Provides steady release of additives over time
  - Over base detergents – neutralize oil acidity
  - Anti-oxidants – limits oil oxidation
- Impedes the degradation of oil as measured by Total Base Number (TBN)
- Reduces maintenance costs
- Extended oil drain cycles
- Less downtime

**Preferred solution for largest fleet in North America**



Consistent release of oil conditioning additive over

**40,000**  
**MILES**

based on over two million miles of fleet field study

\* Any decision to extend oil drain intervals must be based on oil analysis and adherence to OEM criteria for acceptable oil operating properties. Operating properties may include, but are not limited to, TBN, soot, viscosity and fuel dilution.

# Luber-finer Digital Advantage

Leveraging E-Tools in Today's Market

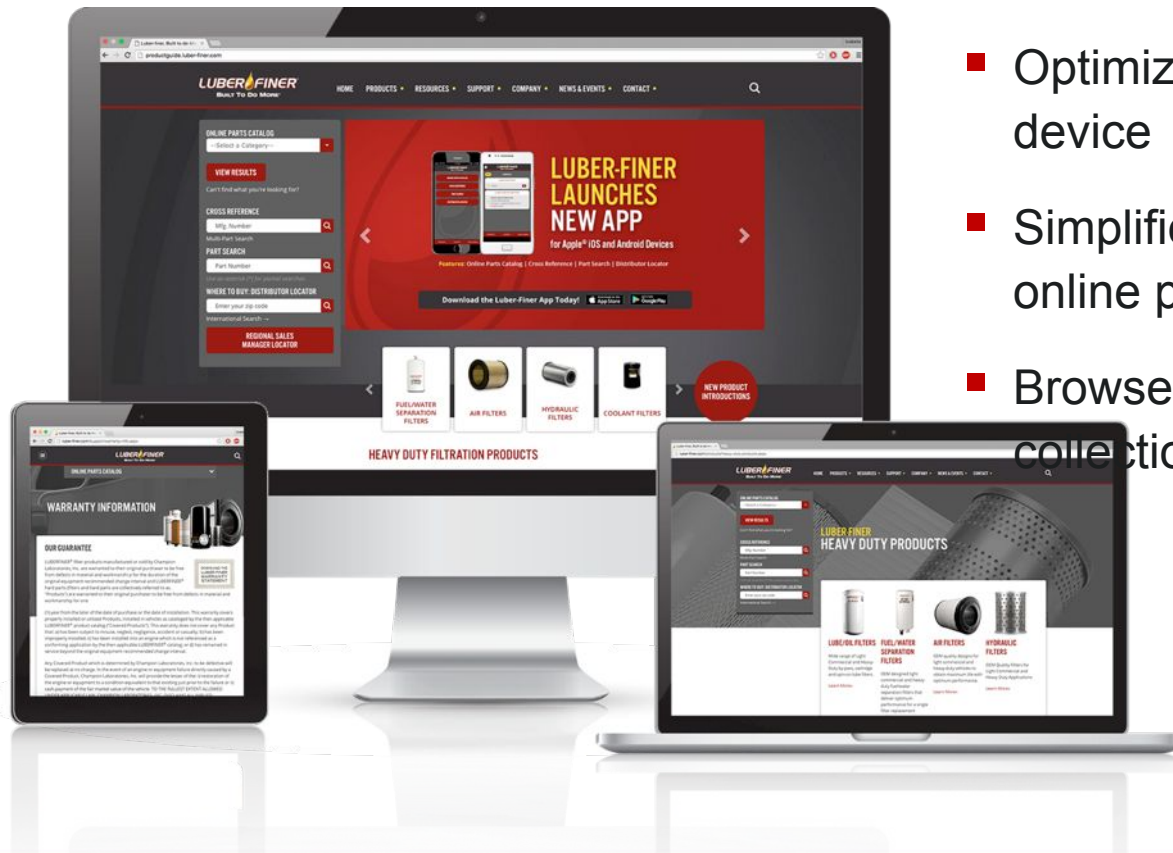


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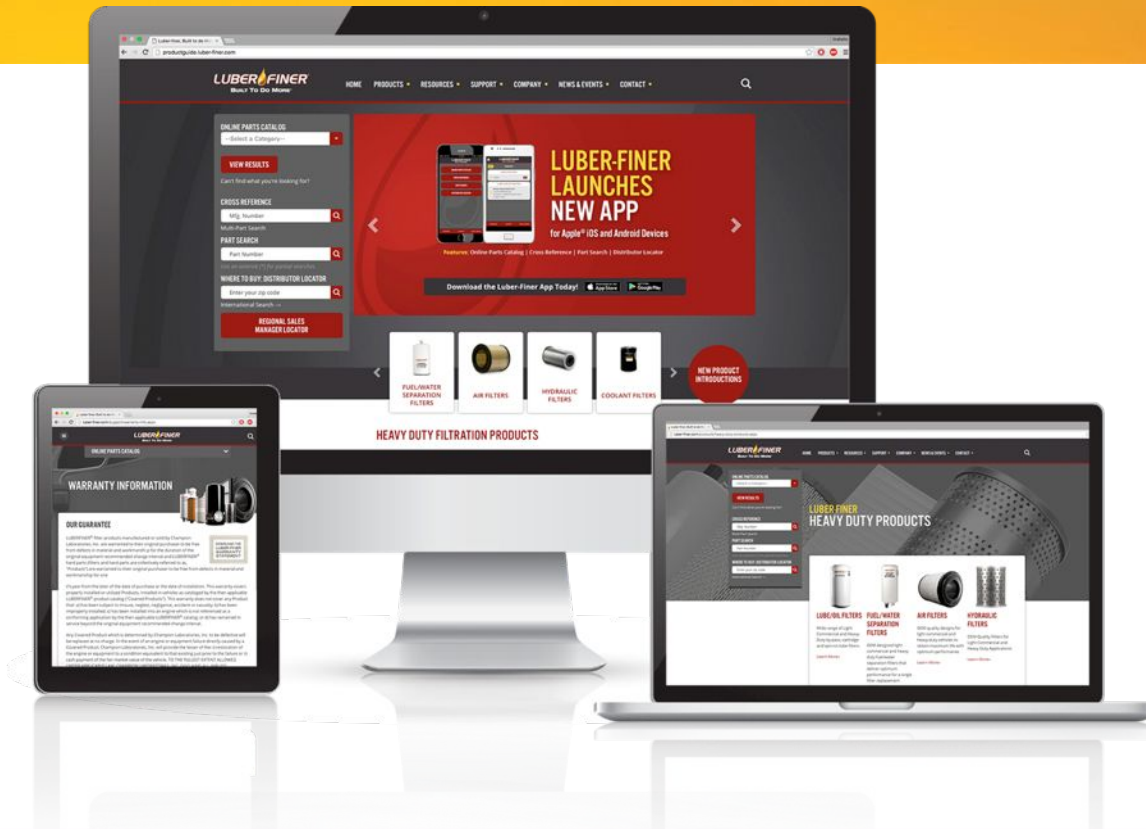
## A DIGITAL ADVANTAGE

- Optimized for ease-of-use on any device
- Simplified specification through an online parts catalog
- Browse and search a growing collection of Luber-finer® resources



# STATE OF THE ART WEBSITE

## RECENT AND PLANNED UPDATES



- New Intro Video
- New Product Image Page
- New Canadian Site
- English
- French
- Punjabi
- New Spanish Site –  
1st Qtr. 2018

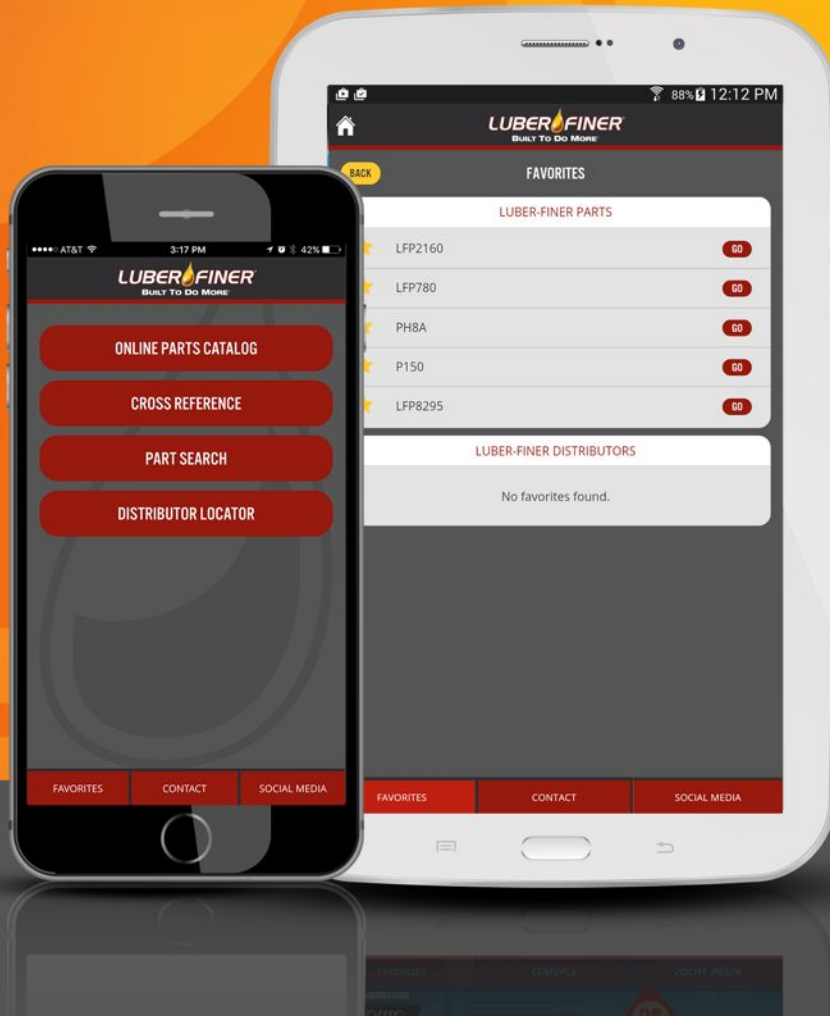


# UPGRADED MOBILE APP



- Downloadable on Apple and Android Platforms
- Parts search by Luber-finer or cross reference number
- Distributor locator function helps installers find Luber-finer in local markets

# LUBER-FINER APP METRICS



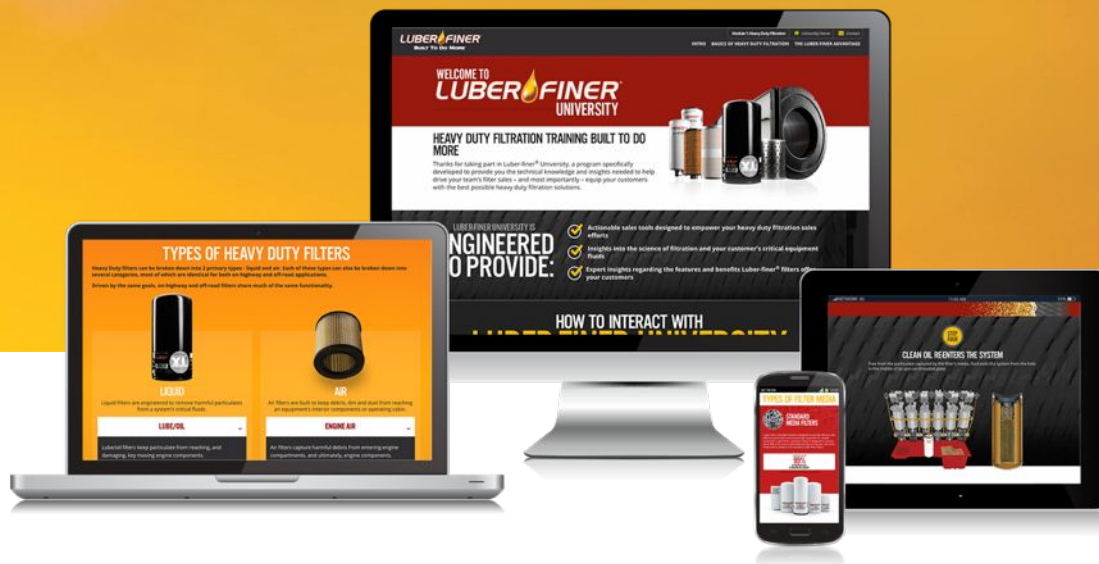
## ONLINE PARTS CATALOG

# 11,048

*APP INSTALLATIONS  
AS OF MARCH 1<sup>st</sup>*







## New Easier Access – 1<sup>st</sup> Qtr.

### 2018 New Modules in Development

- Filter Sales Techniques – 2<sup>nd</sup> QTR
- New Air Filter Training – 3<sup>rd</sup> QTR

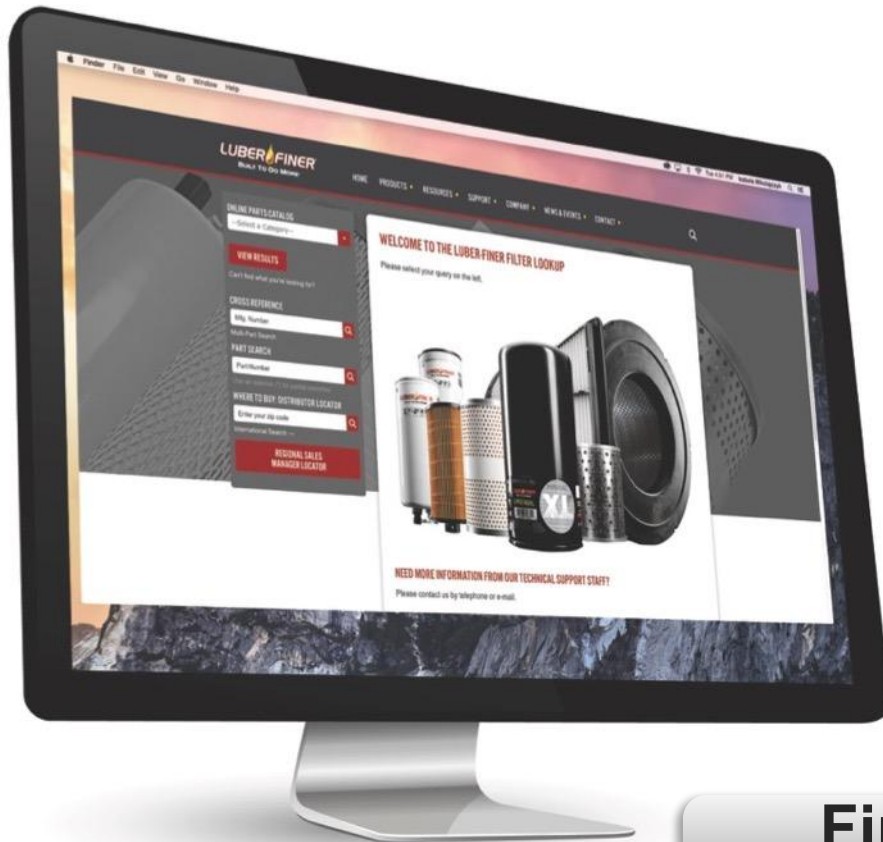
# LUBER-FINER UNIVERSITY METRICS

**LUBER-FINER**  
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**LUBER-FINER**  
UNIVERSITY

**1724** REGISTRANTS  
AS OF DEC 1





## VIN LOOKUP TOOL

*WILL LIST ALL FILTERS BY TRUCK*

ENTER VIN NUMBER

--VIN Number --

VIEW RESULTS

**Final Testing Phase Now**  
**Launch by 2<sup>nd</sup> Qtr. 2018**

## Our Vision: Champion of the Extra Mile

Our mission is to serve our Customers by launching new products, providing the most efficient solutions, while delivering the best value as the Filtration supplier of choice. Effective business processes, engaged employees and strong customer relationships are the keys to success in executing our mission. To achieve this we are committed to:

### **Customer Satisfaction:**

- Provide our customers with filtration products and services that meet or exceed customer requirements.

### **Continuous Improvement of our Management System:**

- Maintain a management system that is compliant to IATF 16949 and ISO 90001.
- Set and review performance objectives to meet our business goals.
- Assess our management system on a consistent basis for robustness.
- Demonstrate improvement in effectiveness of our management system processes.

### **Employee Empowerment**

- Equip our employees with training, tools and support to achieve our business and quality objectives.
- Empower our employees to use their skills and talents to promote Continuous Improvement.

Comply fully with all applicable laws, regulations, and other requirements designed to protect safety, health, and the environment wherever we operate around the world. Create and maintain a safe and healthy working environment for all colleagues, contractors, and guests.





***LUBER***  ***FINER***®

**BUILT TO DO MORE®**