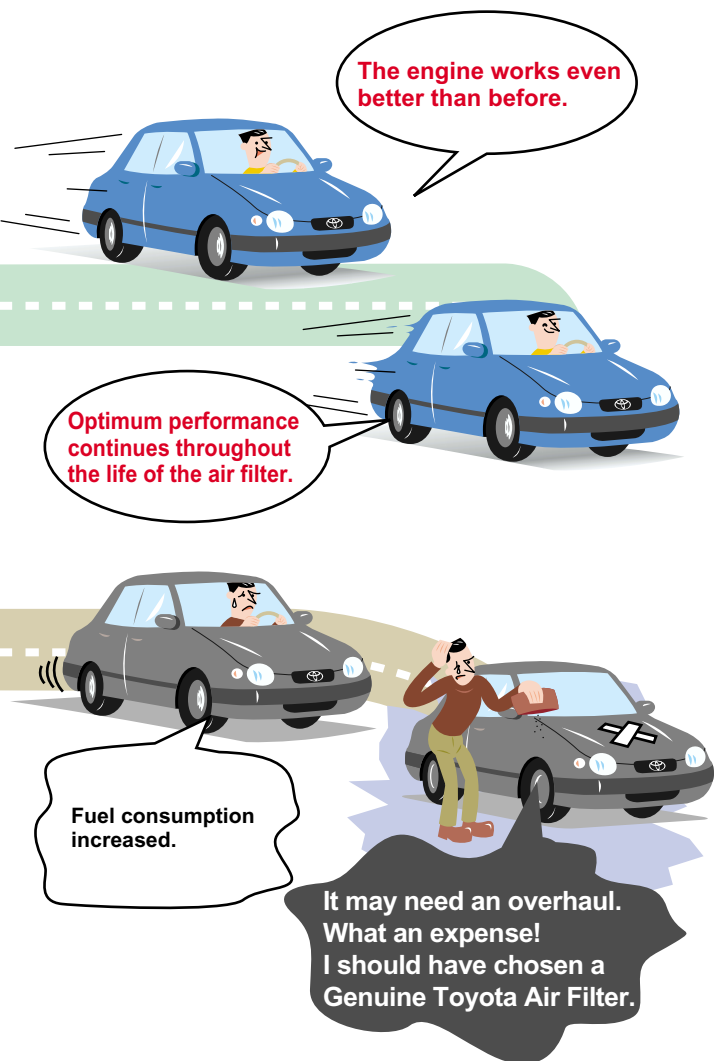


## WHAT IF THE AIR FILTER DETERIORATE?

When the air filter is not replaced, in time it will become clogged, causing air-flow to be interrupted. This will result in poor engine performance.



## Ask for Genuine Toyota.

Only Genuine Toyota Air Filters are designed and engineered specifically for your Toyota vehicle. For trouble-free driving, always ask for a Genuine Toyota Air Filter.

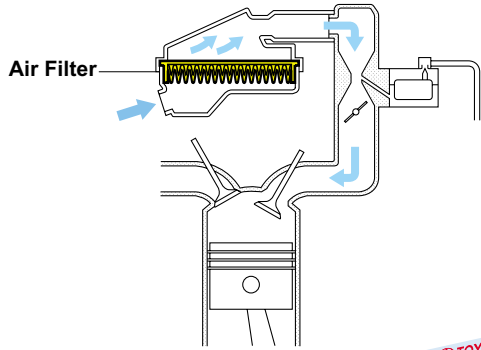


Genuine parts bring genuine value.  
**AIR FILTER**

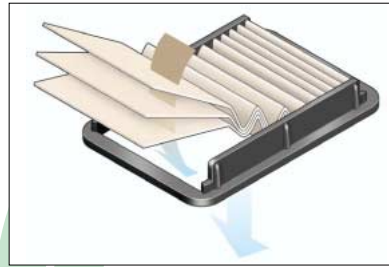


# A

**AIR FILTERS** prevent dust particles from entering the engine.



## With a Genuine Toyota Air Filter



GENUINE



GENUINE



GENUINE

### Triple-layered Configuration

Genuine Toyota Air Filter elements are triple-layered - rough inside and fine outside - which allows them to effectively catch particles of different sizes. Unlike single-layered, non-genuine air filters, the triple-layered elements help resist clogging and have a long service life.

### Needle Punch

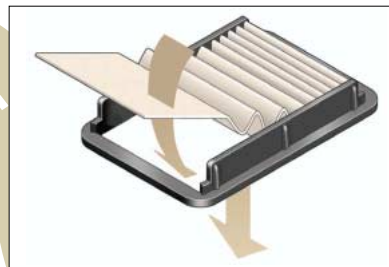
Genuine Toyota Air Filter elements are needle-punched to prevent deformation.

### Sealing Capability

Although non-genuine parts look similar to Genuine Toyota parts, many use poor quality material or are poorly constructed. Heat causes many non-genuine air filters to shrink, reducing their sealing capability. As a result, openings in the seal may allow particles or dust to enter, causing engine damage.

### Full Fabric Air Filters

Due to their high recyclability, Full Fabric Air Filters (FFAF) are now being installed in many Toyota vehicles. Standard air filters can not be installed on vehicles equipped with FFAF.



NON-GENUINE



NON-GENUINE

## Without a Genuine Toyota Air Filter

A narrative illustration showing a car owner's journey. It starts with a car labeled 'START' and a man thinking. A speech bubble says 'It is time to replace my air filter.' The car then goes to a Toyota dealership where a man says 'Replacing with a Genuine Toyota Air Filter.' The car then goes to an 'Auto Parts' store where a man says 'Replacing with a non-genuine air filter.' The illustration includes a 'Genuine Road' sign pointing to the Toyota dealership and a 'Non-Genuine Road' sign pointing to the Auto Parts store.