

# **GENUINE VS NON GENUINE**



### **EXTERNAL STEEL CASING**

The sturdy sheet steel casing is strong enough to withstand any knocks once installed on the engine. Operators can be confident that genuine UD filters do not carry the risk of fatigue failures over time which could cause leaks.

## **FILTRATION AREA**

Genuine UD filters have the required filter media surface area to provide engine performance. This means fuel is evenly filtered over the component lifetime. Other filters of less quality have a smaller area which does not last as long and requires replacement sooner. In some cases, uneven filtration limits the capacity of the filter and it will not perform as required.

Avoidable downtime can be limited when using genuine UD filters.

### MEDIA

A strand of human hair is approximately 70 microns. The naked human eye is usually at its visibility limit at 40 microns. Therefore, genuine UD fuel filters protect your engine from the things that you cannot possibly see. Small particles can have a catastrophic effect on vehicle performance.

"When using genuine UD parts, you maximise your uptime."

### **RUBBER GASKET SEAL**

UD filters are designed specifically for their application. Once installed correctly this gasket seals exactly as it should. Some filters are marketed to suit various brands. Because of the small tolerances involved it is impossible for them to seal effectively on all of them.

"If the paper joint is weak, contaminated fuel could cause expensive repairs to injection pumps and injectors."

### **FILTER PAPER**

Genuine UD filters are specified with dual layer paper media which filters coarse and then finer materials. This dual filtration allows for finer filtration to guarantee the safe operation of your engine. The paper media is joined using a bonded adhesive that is designed to operate in these conditions where there is vibration and pressure.

Other filters on the market use old filter technology which is not as effective. Using genuine UD filters will lower the repair costs of the vehicle over its life cycle.

# FEATURES & BENEFITS

FEATURES	BENEFITS
Robust External Steel Casing	A durable solution which protects the filter from potential damage once installed of the vehicle.
Paper Media	Filters particles and contaminants that could impact the running of the engine.
	<ul> <li>High quality paper media can limit the risk of vehicle downtime.</li> </ul>
Large Filtration Area with Consistent Paper Folding	<ul> <li>This ensures that the filter can operate effectively over an extended period without having to be exchanged.</li> </ul>
	This also ensures that the complete filtration surface area is utilised.
Rubber Gasket Provides Excellent Sealing Capabilities	<ul> <li>Provides reliable sealing performance which prevents contaminants by-passing the filter and causing vehicle downtime.</li> </ul>
UD Branded Fuel Filter	Security in knowing that these parts have been designed specifically for your UD Truck.



# WHAT IS IT & HOW DOES IT WORK?

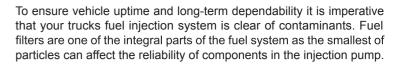


# VALUE OF UD SERVICE



Genuine UD Fuel filters should be part of a regular maintenance plan for our customers. They may require additional parts to complete their job. UD Dealer points carry a full range of — Maintenance parts such as filters and oil — Repair and Body parts.

We are interested in our customers' business and want to help increase the efficiency of their operation.



Once the pump is compromised this will impact injection nozzles. If this occurs an engine can suffer:

- Poor combustion and excessive smoke.
- o Rough running, which will ultimately affect...
- o Vehicle productivity.

The improvement of environmental performance of modern diesel engines has been achieved through improvements in engine control systems. These systems, particularly the injection nozzles, work to tight tolerances and are susceptible to clogging.

This highlights the importance of fuel filtration. UD Fuel filters are designed to ensure maximum protection for your engine fuel system.

# "Impact of Genuine Parts"

Drivers play a key role in our customers operation. Vehicle reliability is a key contributor to driver performance. When vehicles suffer down time due to contaminated fuel supply our driver is no longer productive.

Genuine UD parts offer value as they ensure customers avoid unnecessary operational costs.

UD Genuine Service aims to maximise vehicle uptime meaning customers can focus on their business and their own productivity. We aim for the highest levels of customer satisfaction and the peace of mind that we provide is a major contributor to this.

We have a highly trained, motivated and capable team who, with the latest in diagnoses and repair tools can keep customers transport businesses productive. Preventative maintenance is a key component of this and regular inspection of vehicles is proven to result in higher levels of vehicle uptime.





# We go the extra mile for you UD Genuine Parts is specially designed and tested for UD Trucks which guarantee quality, value and productivity