

VALUE ADVANTAGE™

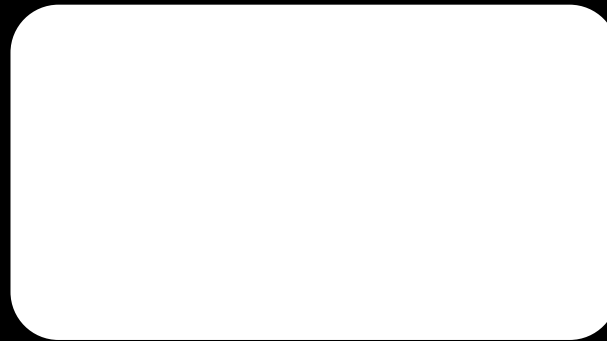
YOUR REWARDS ARE READY!

Nissan and Advantage Awards offer you the most comprehensive online reward catalog available in the repair industry. Parts Reward Points are issued to enrolled repair shops on qualifying Genuine Parts purchases from participating Nissan and Infiniti dealers*.

*See your participating dealer for details and enrollment information.



**GET THE RIGHT PART AND
GET IT FAST, BECAUSE WHO
KNOWS NISSAN BETTER
THAN A NISSAN PARTS
SPECIALIST? WE HAVE FAST
MOVING PARTS IN STOCK
AND READY TO GO.**



**CLEAN.
EFFICIENT.
AFFORDABLE.**



**VALUE ADVANTAGE™
AIR & FUEL FILTERS**

Nissan, the Nissan Brand Symbol, "SHIFT_" tagline, Nissan model names and Value Advantage are Nissan trademarks. Always wear your seat belt, and please don't drink and drive.
©2011 Nissan North America, Inc.

SHIFT_the way you move



SHIFT_the way you move



THE VALUE ADVANTAGE™ ADVANTAGE

Long-term customer retention is the key to maintaining and growing your business, especially with today's economic conditions. And providing customer satisfaction at a competitive price is the key to retaining your customers.

CUSTOMER PEACE OF MIND

To enable your shop to continue to offer competitively priced services, while still offering your customers peace of mind, we have already launched a competitive Value Advantage brake pad line, and are now pleased to announce the addition of the air and fuel filter lines carrying the Nissan Value Advantage™ brand name. It is important to note that Value Advantage products are manufactured by Nissan preferred suppliers, specifically for the performance of Nissan applications.

The intent of the Value Advantage™ brand is to serve as a middle step for consumers that would otherwise not purchase OE parts and would be tempted to use less expensive, lower-performing aftermarket products.

VALUE ADVANTAGE™ AIR AND FUEL FILTERS: HIGH PERFORMANCE. HIGH VALUE.

The appearance and performance of Value Advantage™ filters provide an excellent alternative to aftermarket parts. No aftermarket competitors have the advantage of being manufacturer tested by Nissan engineers, yet the retail pricing of Value Advantage™ filters remains highly competitive with other aftermarket products.

Air and fuel filters are excellent products to include with any oil change, interval service or tune-up. Value Advantage™ products provide an opportunity to create competitively priced service specials for your customers.

AIR FILTER CUSTOMER BENEFITS

- Filters dust and soot to help keep engines clean
- Competitive pricing
- Value Advantage™ air filters typically have more media than the aftermarket competition (typically 9 pleats per inch versus 7 or 8 from competitors). The additional pleats provide more surface/filter area in the filter thus improving dust holding capacity and efficiency.

FUEL FILTERS CUSTOMER BENEFITS

- Helps protect fuel system components
- Competitive pricing



VALUE ADVANTAGE™

SHIFT...the way you move

