

Area Diesel Service Partners with MaxFilter to Provide Diesel Particulate Filters for Customers Online

Area Diesel Service's partnership to supply MaxFilter DPF online offers customers an entire line of diesel particulate filters and innovative diesel performance accessories with lifetime warranty and no core charges.

Des Moines, Iowa ([PRWEB](#)) August 04, 2016 -- Area Diesel Service, Inc. today announced the addition of the new MaxFilter Diesel Particulate Filters to its extensive diesel performance parts inventory available online. MaxFilter DPF units come with a lifetime warranty and no additional core charges, something rebuilt OEM filters often require. The latest breakthrough in performance enhancement filters, the MaxFilter DPF line is now available for purchase on the Area Diesel Service website.

Area Diesel decided to supply [MaxFilter DPF online](#) because the aftermarket filters significantly enhance engine performance by serving, essentially, as garbage cans for diesel exhaust systems, thereby reducing sulfur dioxide output. The MaxFilter DPF products are designed to control emissions by trapping particulate matter within a filter, impacting overall performance and efficiency of a diesel engine.

“Our [diesel specialists](#) are committed to stocking the most effective diesel particulate filters online for our dealers and customers,” said Val Leefers, Area Diesel Service President. “And we know the MaxFilter DPF line fits the bill.”

In most cases, when customers purchase a replacement DPF, it is unknown how many times the filter was remanufactured prior to this. The expected life of a DPF allows for a maximum of only five remanufacturing cycles. The customer may even need to pay as much as \$300 for a core charge, depending on the condition of the core. When customers purchase a MaxFilter, however, they are buying a brand new filter that has never been regenerated and is at full capacity for the standard five-time remanufacturing life cycle.

With a recent EPA requirement on Class 5 or higher diesel powered trucks of model year 2007 and newer, the demand for high-quality, efficient filters is on the rise. Losing that fuel economy can be pricey: A filter contaminated at 70 percent can cost \$339.60 per month or more per truck. At 80 percent contamination, which is generally when the filter light illuminates, a vehicle has lost approximately 15 percent of its fuel efficiency. According to the crew at Area Diesel, an excellent choice when replacing an underperforming particulate filter is with a MaxFilter DPF, which is engineered for fuel economy as well as OEM compatibility.

“Our customers count on us for [innovative diesel performance](#) products, so we want to deliver the complete package,” Iowa Branch Manager and Web Coordinator Corey Stallings said of Area Diesel's partnership with MaxFilter. “We want customers to not only have access to MaxFilter DPF technology but also MaxFilter Advantage and MaxFilter Accessories. It allows us to offer an OEM Style Fit for quick installation, without having to cut or weld—and having no core charge saves our customers hundreds of dollars. Plus, customers have lifetime warranty so they can come to us anytime with questions or concerns at no charge.”

About the MaxFilter Brand

MaxFilter DPF units are products of GreenTec Environmental, a company that produces high-performance replacement filters with OEM capability. Built in a family-owned facility, MaxFilter replacement DPF products



are designed to “provide reliability and durability for years of service,” according to the company website.

About Area Diesel Service

With more than 40 years of experience and an equal number of full-time employees, including factory-trained diesel technicians, Area Diesel Service is committed to providing the best in service and products for its dealers and customers. A leader in the Midwest diesel market, Area Diesel works to honor the principles set by its founder, Val Leefers, while now offering its vast inventory of diesel products online to the national and international markets.

For more information on Area Diesel’s inventory of MaxFilter DPF online or to learn more about the supplier’s innovative diesel performance products, visit areadiesel.com or contact Corey Stallings at [coreys\(at\)areadiesel\(dot\)com](mailto:coreys(at)areadiesel(dot)com).



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Online Web 2.0 Version

You can read the online version of this press release [here](#).