

## **BOSS PRODUCTS MARKS A DECADE OF OEM SAVINGS**

**BRIGHTON, Mich., December 1, 2004**---Boss Products has been improving the bottom line for automotive Original Equipment Manufacturers (OEMs) since it developed its family of in-line magnetic filtration products ten years ago. Its flagship product, MAGNEFINE, has been successful in saving OEM customers millions of dollars in warranty costs since they began using the filter more than a decade ago.

Boss' new product, FORCEFIELD, is a magnetic filter, which works with the vehicle's spin-on filter. Boss will specifically target distribution in the automotive, industrial and marine channels.

"The goal of our products is to save money for our customers," said Len Kelsey, Director of Marketing for Boss Products USA. "Whether it's an OEM buying directly or an aftermarket customer buying through a local store," he added, "our products will improve a vehicle's performance and reliability which will benefit the our customer's pocketbook and beyond."

"Industry research has shown that magnetic filtration can improve operational reliability and lower cost of ownership," said Peter Raciti, Director of Engineering, Boss Products USA. "Longer oil life in the short term leads directly to increased engine life, he added, "because the engine is running cleaner and cooler. But there are additional long term advantages including, the reduction of America's dependence on foreign oil and improving our environment."

MAGNEFINE, the in-line magnetic filter, can be adapted to any system with a cooler lube circuit line, such as an automatic transmission, power steering or hydraulic system. Though you can buy the filter alone, most OEMs purchase the “MAGNEFINE kit” which contains everything needed to install the filter.

FORCEFIELD, the spin-on filter can be used with most popular spin-on oil filters and will work on nearly any motorized vehicle including:

- Cars
- Light trucks
- Heavy duty trucks
- Industrial machinery
- Marine
- Motorcycles
- Agriculture
- Lawn tractors

FORCEFIELD is currently in use on passenger cars and light trucks, and is being evaluated on heavy duty trucks in several industries.

“Our success with the OEMs has given us the credibility to go into the aftermarket with our products,” said Kelsey. We are continuing our research and development with more products to add to our magnetic filtration portfolio.

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*Boss Products USA designs and distributes magnetic fluid filtration systems for both Original Equipment Manufacturers and the automotive aftermarket. The company is a division of Boss Components (Aust) Pty Ltd of Australia with sales and marketing offices located in the United States, Australia, New Zealand, Italy, the United Kingdom and South Africa. Boss Products has been a leader in automotive magnetic filtration since 1984.*

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