

# LUBER FINER®

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## Time Release Technology (TRT™) A Top 100 New Product for 2013

Luber-finer Oil Filter  
Recognized As Stand Out  
New Product For 2013

Construction Equipment Magazine has announced that the Luber-finer® Time-Release Technology (TRT™) filter is one of its 2013 **Top 100 New Products**. The complete Top 100 list of recognized elite products was released in the December issue of the publication.

The Top 100 New Products list was first published in 1990 and it remains the longest established and most prestigious product recognition program in the construction equipment industry.

“Each year we sift through all the new product announcements, events and other sources to publish information on the most applicable products for our readers,” said Rod Sutton, Construction Equipment Editorial Director. “Each editor presents his list, and then we decide, as a staff, which 100 to honor.”

The line of Luber-finer Heavy-Duty TRT oil filters provides fleets with an oil management system that helps maintain oil quality and reduce maintenance costs associated with oil-change intervals. Design changes in emission-controlled, heavy-duty diesel engines have placed increased stress on engine oil.

Luber-finer TRT oil filters provide a controlled release of a specially

**CONSTRUCTION  
EQUIPMENT**  
**Top 100** 2013  
new products

*Luber-finer TRT oil filters provide a controlled release of a highly concentrated liquid additive into the oil supply, helping sustain oil quality.*

formulated, additive into the oil supply, helping the oil maintain its quality longer. To optimize the benefits of this additive package, Luber-finer TRT oil filters deploy a patent-pending release mechanism, which dispenses the additive to help combat harmful acids that build up over time.

“We are very happy to see the Luber-finer TRT receive recognition as a Top 100 new product this year,” said Alex Arango, Luber-finer Brand Manager, Heavy Duty. “We put a lot of emphasis on developing OE quality products to deliver the innovation our customers need. Maximizing engine protection helps deliver profitability.”

To view the entire Top 100 list of 2013 new products from Construction Equipment Magazine, click here.

**MORE INFO:** <http://bit.ly/1avk1QI>

**SOURCE:** Luber-finer.com

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### Featured Video



*Installing the Luber-finer Extreme Clean HD Premium Cabin Air Filter is easy. This video shows the installation of the cabin filter in a Volvo model truck.*

*See this video in it's entirety.*

### Featured Products



**Luber-finer MXM™ Force Air Filters**  
MXM™ Force Air Filters, with revolutionary MicroGold Fiber technology, are engineered to address high-dirt and dust environments while delivering 99.9% cleaning efficiency.



**Luber-finer Imperial XL Filter**  
Imperial XL premium-quality heavy-duty lube filters provide exceptional filtration for high-dust, off- and on-highway applications with extended drain intervals.

### Upcoming Industry Events

Heavy Duty Aftermarket Week (HDAW)  
The Mirage, Las Vegas, NV  
January 27-30

American Truck Dealers 2014  
Convention & Expo  
New Orleans  
January 24-27



## Preliminary Class 5-8 Truck Orders Show Strength At Beginning Of Q4

October and November were positive months for new order placement for Class 5-8 vehicles, exceeding order trends of the past few months, according to ACT research, publisher of new and used commercial vehicle industry data, market analysis and forecasting services.

North American (NA) Classes 5 to 7 orders were steady and Class 8 orders in November were up 5.7% over November 2012. This is down from October's level, which was the highest in nearly two years.

Year-to-date, orders stand at 235,783, up 13.5% compared with the first 11 months of 2012.

"The fourth quarter is historically the start of the order season for Class 8 vehicles for the new year," said Ken W. Vieth, ACT's senior partner and

general manager. "The order volume exceeded the OEM build plans for October, so if build occurred as planned, Class 8 backlog will grow by about 2,000 units."

*Year-to-date, orders stand at 235,783, up 13.5% compared with the first 11 months of 2012*

Seasonally, the Class 8 order volume translates into about 25,000 units, ACT reported. "Assuming this is not a one month shot of adrenalin and recognizing that orders have gradually edged higher quarter by quarter in 2013, our expectations are for further strength in the fourth quarter," Vieth said.

**MORE INFO:** <http://bit.ly/lD6EOu>  
**SOURCE:** FleetEquipmentMag.com

## Be Careful When Installing Spin-On Fuel Filters



When the time comes to change the spin-on fuel filter on your heavy-duty diesel vehicle, there is one extremely important thing to remember: the absolute worst thing you can do is run a diesel vehicle out of fuel. That is why it is imperative that you follow the proper procedures for spin-on fuel filter installation.

**There are five steps that need to be followed:**

- 1 Remove the old filter
- 2 Clean the base
- 3 Lubricate the new filter gasket
- 4 Pre-fill filter with clean diesel fuel
- 5 Install the new filter

Tighten the new filter per the proper amount of turns that are noted on the label, taking care not to over-tighten. If the filter is unable to be tightened by hand, use an appropriate wrench.

**MORE INFO:** <http://bit.ly/192Tsm7>  
**SOURCE:** Luber-finer.com

## Facts and Trends

### Mack Names Stephen Roy North American President

Stephen Roy has been named president of North American Sales and Marketing, effective Jan. 1, 2014. Roy has led the company's aftermarket business since 2008 and will succeed Kevin Flaherty, who is retiring after more than 40 years of dedicated service. Roy has been involved in virtually every aspect of the business, including truck sales, service, aftermarket parts, financing/leasing, and telematics.



**MORE INFO:** <http://bit.ly/1hdGqdl>  
**SOURCE:** FleetOwner.com

### Navistar Intros International Tractor With SCR Emissions



Navistar, Inc. announced its International LoneStar on-highway tractor with Cummins ISX15 engine with Selective Catalytic Reduction (SCR) emissions technology is now available for order. The LoneStar is the final model Class 8 truck to incorporate the SCR emissions technology.

**MORE INFO:** <http://bit.ly/1hdGxG4>  
**SOURCE:** CCJdigital.com

### Demand Hits Pre-Recession Levels, Still Apprehension

Demand for the heavy-duty trucks in North America has shifted into higher gear as order volume was the highest in October in seven years. Orders for 26,300 trucks, a 13% increase from a year ago and up 38% from September, according to market forecaster ACT Research. So why are major manufacturers still nervous to increase production?

**MORE INFO:** [on.wsj.com/1jC0p2D](http://on.wsj.com/1jC0p2D)  
**SOURCE:** WSJ.com

## December Ads

- Fleet Maintenance Website
- Fleet Owner