

Hiflofiltro Filters

PREMIUM PERFORMANCE, UNBEATABLE VALUE

HIFLOFILTRO



When Chris Boyiantzeas, Managing Director of The Bike Alert Group, made the decision to enter into the aftermarket filter business 15 years ago he did his research, just as he'd done with JT Sprockets, another arm of The Bike Alert Group. JT Sprockets, it's worth noting, is the world leader in that segment of the aftermarket (check our February 2011 issue for that story). And just as it was with JT, nothing less than top quality would be acceptable with Hiflofiltro. "When we launched the Hiflofiltro line," Chris explains, "all the aftermarket oil filters then in the market advertised themselves as 'better than OE.' Only there was no accepted standard as to what OE quality actually was. So that claim, looking good in a magazine ad, had nothing to back it up." Hiflofiltro changed that.

burst factor of at least four, meaning that they're built with materials tested and proven to withstand pressures four times greater, or even more, than they'll ever see. Additionally, every single spin-on filter produced is pressure tested for leaks, just one of about 16 quality control checks during the manufacture of every Hiflofiltro filter. Inside there's a composite and application-specific multi-fiber material acting as the filtering medium, and not only is that material 100-percent compatible with all lubricants, synthetics included, so are all the hard-resin/heat-treated glues used inside the filter. Nothing's been over-looked; nothing's been shortchanged. The filters even come with the base gaskets pre-lubed for an easy installation and a leak-free seal.

flying colors, not only meeting the OE filter standards for efficiency, flow and filtration but in many cases actually surpassing the performance of those OE filters. A new testing and manufacturing standard for oil filters was born; for the first time the quote "better than OE" had some real meaning.

Not resting on even those laurels, and to ensure that the quality and efficiency of the Hiflofiltro range never dropped below the exceptional standards expected, Hiflofiltro invested in a very sophisticated piece of testing equipment itself, a German-made machine using laser technology to count particle size and further measure filtering efficiencies and pressure drop. There are only something like 10 of these machines in the world, and only three in the entire USA. This equipment is now used during the development of every Hiflofiltro oil filter; simultaneously measuring the filtering efficiency, flow and pressure drop to help design filters that will have optimal performance under all circumstances.



there's never a problem of supply. At any given time the Bike Alert warehouses in London, England (home base for The Bike Alert Group) and in Atlanta, Georgia (the US headquarters) have more than 2 million filters in stock and ready for delivery. The fill rate at those warehouses, and at Parts Unlimited, stays at an astounding 99.9-percent. With Hiflofiltro, you want it, you got it.

the pricing. These premium filters are affordable. The reason for this rider-friendly price target, Chris Boyiantzeas explains, is to encourage regular replacement and, thereby, volume sales. "Oil and air filters are service items," he says. "The price to use the best quality filters shouldn't be cost prohibitive." With Hiflofiltro it isn't.

There are reasons why Hiflofiltro filters are top-sellers, and why motorcycle manufacturers spec them as OE. It's the exceptional performance and the unbeatable value, and they're always available. Check with your Parts Unlimited rep for more info on all of this, and take a look at the Hiflofiltro website, www.hiflofiltro.com.

■ After 15 years in the business, Hiflofiltro has grown to be the most extensive filter lineup in the aftermarket, with applications for every motorcycle, scooter, ATV and UTV that uses an oil filter.

When a single brand of oil filters captures the majority of the worldwide market those filters deserve closer inspection. That's Hiflofiltro. Hiflofiltro filters are not only a worldwide leader in the filter aftermarket, they're also used by several motorcycle manufacturers as their OE filters and, indeed, they're even privately branded throughout the filter aftermarket. You might already be using Hiflofiltro. You just don't know it.

Pursuing the Bike Alert philosophy of "only the best is good enough," Chris set about establishing a criterion for the manufacture of oil filters. In the same way as JT Sprockets were conceived, the process started with ensuring that the very best and finest materials were the only ones considered for use in the manufacture of the Hiflofiltro range and that the manufacturing standards were to be of the highest and most consistent possible. Examples? The Hiflofiltro canister-type oil filters are manufactured to have a built-in

Aware that even with the finest materials being used, and the precision taken in their manufacture, a Hiflofiltro filter could still be seen as just another aftermarket oil filter, and being conscious of that empty boast of "better than OE," Chris took the pioneering step of submitting the entire Hiflofiltro filter range to Germany's TÜV Certification Body, where the testing and technical standards of not only the final product but the whole manufacturing process is examined most rigorously. Needless to say, the Hiflofiltro range achieved TÜV accreditation with

Now 15 years old, the Hiflofiltro range has grown to the point of being the most extensive filter lineup in the aftermarket. There are applications for every motorcycle, scooter, ATV and UTV that uses an oil filter. Parts Unlimited carries them all, and

The story doesn't end there. With its performance already established as comparable to, or better than, any other filter on the market the super-efficient manufacturing processes at Hiflofiltro results in another prime aim of Hiflofiltro being achieved:

■ Hiflofiltro's canister forming machines.



■ Every Hiflofiltro spin-on filter produced is pressure tested for leaks, just one of about 16 quality control checks performed during the manufacturing process of every Hiflofiltro filter.



■ Hiflofiltro uses high-tech laser technology to measure the filtering efficiency, flow and pressure drop, helping them to design filters that will function with optimal performance under all circumstances.