

POWER STROKE[®]
DIESEL



SERVICE ADVISOR'S GUIDE

Selling the 7.3L DIT AIS Severe Duty Kit



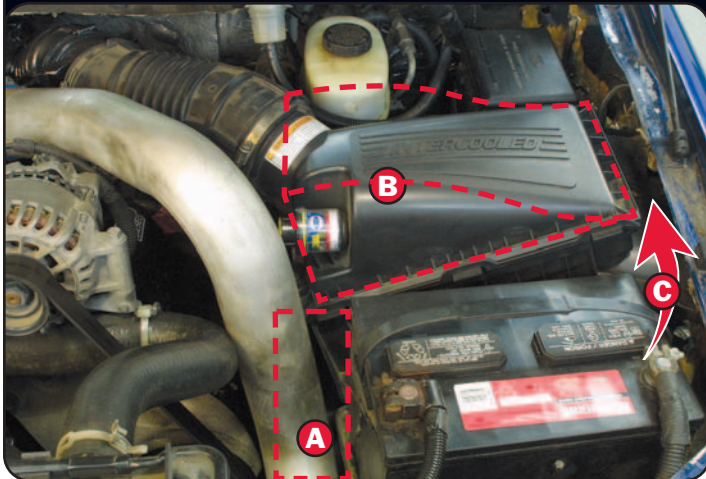
Step 1.

Identifying the style of air intake systems

- Open the hood and inspect the engine compartment while the customer is still present. Identify the style of air cleaner system.
- Please note that style 1, 2, and 3 can be upgraded to the AIS Severe Duty Kit. Style 4 shows how an installed AIS Severe Duty Kit looks.

1. OE : Early Style

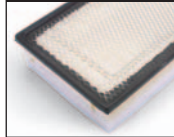
Air intake is drawn from the left side fender.



KEY IDENTIFIERS:

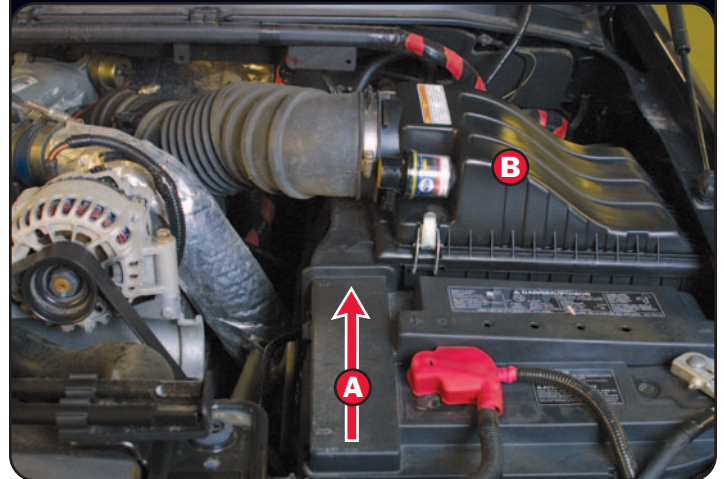
- A** No front air intake tube
- B** Air box sits low inside engine compartment
- C** Fender intake

FA-1675



2. OE : Late Style

Air intake is drawn from the front grille opening.

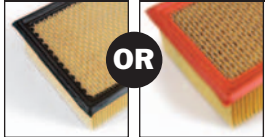


KEY IDENTIFIERS:

- A** Front air intake tube
- B** High profile air box

FA-1680

FA-1750

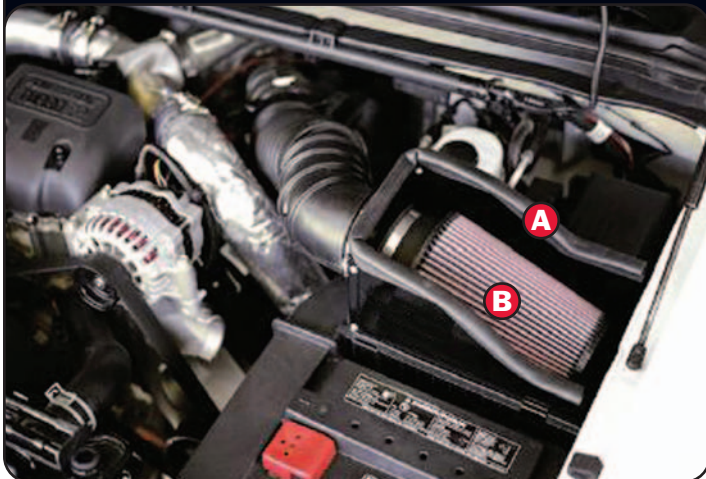


STANDARD

LONG-LIFE

3. Non OE Approved

Most companies use the existing OE air box base.

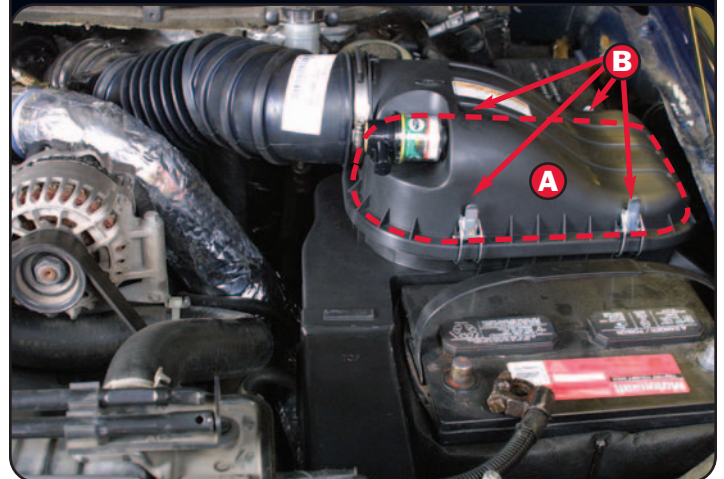


KEY IDENTIFIERS:

- A** Open design, no lid cover
- B** Cone washable filter

4. Motorcraft AIS Severe Duty Kit

Customer has already upgraded to the AIS Severe Duty Kit.



KEY IDENTIFIERS:

- A** Oval air box lid and base
- B** 4 hold-down clamps

FA-1757

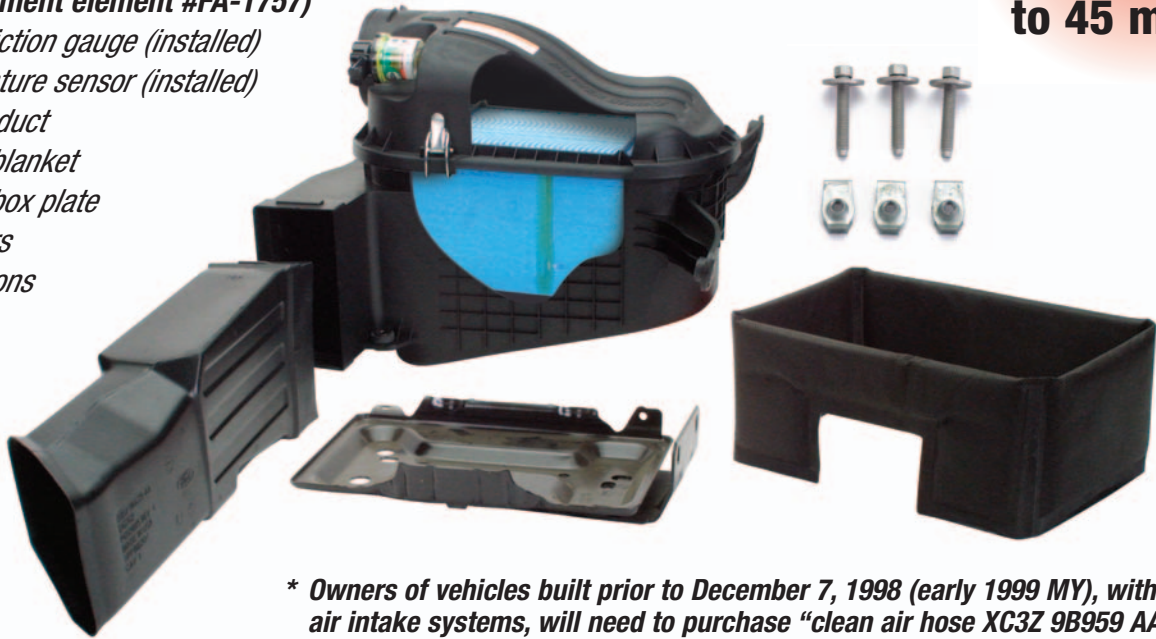


The AIS (Air Induction System) Severe Duty kit can easily be installed on any 1999 through 2003 model year F-250-550 Super Duty trucks and SUVs with the 7.3L DIT Power Stroke Diesel. *The AIS kit is not available for the Econoline, F-650-750, and F-250 through 550 built prior to 1/1/98.*



Kit contains all the parts to convert your original air induction system to the new filtration technology.

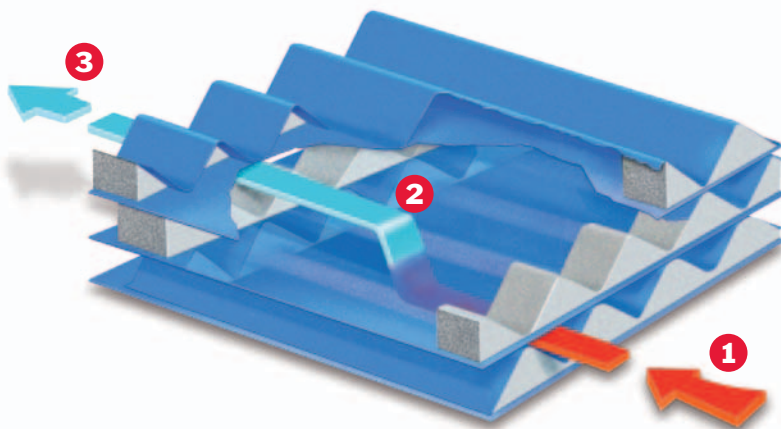
- AIS filter box with PowerCore™ filter technology (replacement element #FA-1757)
- Air restriction gauge (installed)
- Temperature sensor (installed)
- Air inlet duct
- Battery blanket
- Battery box plate
- Fasteners
- Instructions



Typical installation takes from 30 to 45 minutes.

* Owners of vehicles built prior to December 7, 1998 (early 1999 MY), with fender air intake systems, will need to purchase "clean air hose XC3Z 9B959 AA."

How The AIS PowerCore™ Filter Works:



- 1 Dirty air travels into fluted channels that are alternately sealed, allowing air to enter through an open flute and forcing it to exit out an adjacent flute.
- 2 Air is filtered in one pass through the media.
- 3 Clean air travels on to your engine.



Step 2.

Inspect air restriction gauge indicator.

Has the gauge reached the outside red marked zone on the filterminder? A filter restriction gauge that reads in the red needs a replacement filter now. An AIS PowerCore filter cannot be visually inspected for restriction or filter life. You must use the visual indicator on the air restriction gauge for filtering life.

NOTE: Always check air box housing and lid for broken or loose parts.

(Any filter box with broken or missing parts should be immediately replaced.)

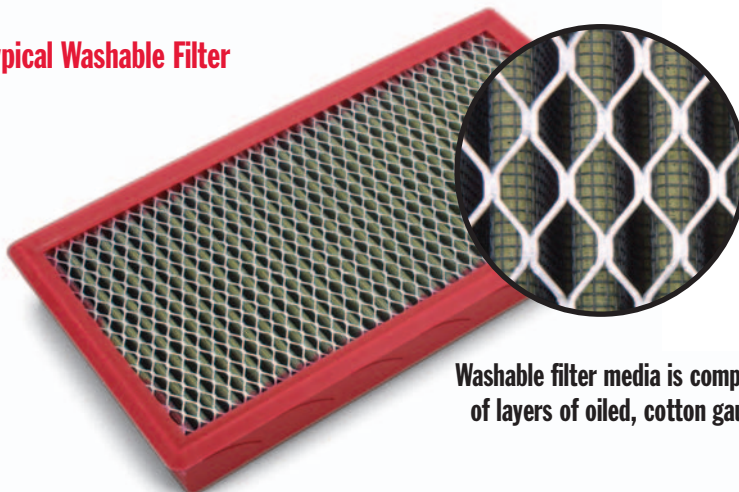


Step 3.

Inspecting for aftermarket washable filters.

Open the air box lid on style **1** or **2**, and inspect for an aftermarket washable filter element. *Note: a decal may be visible alerting you that a washable/reusable filter element has replaced the OE pleated element.* Washable filters have gained popularity among owner-operators for their performance claims of reduced air restriction and reusability. What they do not claim is better filtration than the OE filter or the AIS Severe Duty Kit. A washable filter can easily be identified by steel mesh on the intake side of the element that holds together the layers of oiled cotton gauze. Make sure the customer knows the poor filtration performance of a washable filter compared to the AIS Severe Duty Kit, and even to a standard pleated Motorcraft filter.

Typical Washable Filter



Washable filter media is comprised of layers of oiled, cotton gauze.

AIS Severe Duty Kit specifications compared to typical washable/reusable filters.

- AIS has 5X the amount of dust holding capacity (longer filter life)
- AIS has 17X the media area (More protective media in less space)
- AIS is 400X more efficient at capturing harmful abrasive dust and contamination. (400X more dirt enters a washable filter than an AIS Severe Duty filter.)



AIS Severe Duty Filter



KEY POINTS OF DISCUSSION ON THE AIS SELL SHEET

Understanding the key points of the 7.3L Power Stroke Diesel AIS Severe Duty Filter brochure will assist you in selling more AIS kits. You can even make the job of selling the AIS kits even easier by displaying a kit (**FA-1759**), or filter element (**FA-1757**) for your customers. Make sure you have ample AIS brochures available (order from Dealer eStore **#dieselAISbrochure**) on the “service lane” and that you have read the key features of the new AIS kit listed below.



POWER STROKE DIESEL 7.3L Power Stroke Diesel AIS Severe Duty Filter Kit

Clean, unrestricted air is vital to the performance of a diesel engine. Nobody understands this better than those who operate their diesel equipment in the harshest environments. U.S. Military, earth moving, and agricultural applications rely on state-of-the-art technology to deliver optimal performance.

Now Ford is the first to bring this off-highway technology to the diesel pickup truck market. The new Motorcraft 7.3L AIS (Air Induction System) Severe Duty Kit is more efficient than conventional air filters, providing similar performance of a heavy duty air filter. In fact, the 7.3L AIS Severe Duty Kit has the same filter media technology used in the M1 Abrams tank!

The ONLY Ford Authorized Severe Duty Air Filter System.

- Designed and approved by Ford Motor Company.
- Installs within 30-45 minutes.
- Fits any 1999-2003 F250-550 or Excursion with a 7.3L Power Stroke Diesel Engine.
- Kit contains new air box and your initial filter.

Motorcraft
Ford Motor Company

7.3L AIS Severe Duty Kit: Ford Part Number - 2U2Z-9K635-AA; Motorcraft Part Number - FA-1759
Replacement Filter: Ford Part Number - 2U2Z-9601-BA; Motorcraft Part Number - FA-1757

LONGER FILTER LIFE

The 7.3L AIS Severe Duty Kit allows you to operate your truck in the most severe conditions for much longer than when you relied on a conventional air filter.

The all new 7.3L AIS Severe Duty Kit has more than 16x the media surface area compared to washable air filters, and more than 3x the media surface area compared to conventional air filters. This added surface area means there are more places for the dirt and dust to settle. Compare the amount of contaminant that each filter type would capture and hold – enabling you to go longer between filter changes!

Washable Filter Conventional Filter 7.3L AIS Severe Duty Filter

DIAGRAM PROPORTIONATELY REPRESENTS AMOUNT OF DIRT FILTERED.

DIESELAISBROCHURE

1 Clean air is vital to the long life of a diesel engine. This filtration technology is usually only used in equipment that is exposed to the harshest environments like military battlefields, construction sites and agriculture.

2 There are many different aftermarket filter elements and intake systems available for your customers to choose. The Motorcraft AIS Severe Duty Kit is the only aftermarket kit designed and approved by Ford Motor Company. Stress the fact that Ford is the only pickup manufacturer using this technology in their diesel pick-ups and SUVs.

The piles of dirt dramatize how efficient the AIS filter is in removing harmful dust and contaminants prior to it entering you engine.

3 The large pile of dirt to the lower right of the brochure represents what is captured by the “AIS filter”.

4 The middle pile represents what is captured from a “conventional” pleated element.

5 If you have identified that your customer has a washable style of filter, or air intake system, the small pile of dirt to the left of the other two piles, should be of interest to the owner. The “washable filter” pile of dirt dramatizes how ineffective their filter is in capturing dust and contaminants from entering your customer’s engine. It is even more dramatic when you compare the pile of dirt to the “conventional” or “AIS filter” element.

6 Brochure reorder name is **dieselAISbrochure** and is available from the Dealer eStore.



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Selling the 7.3L AIS Severe Duty Kit

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