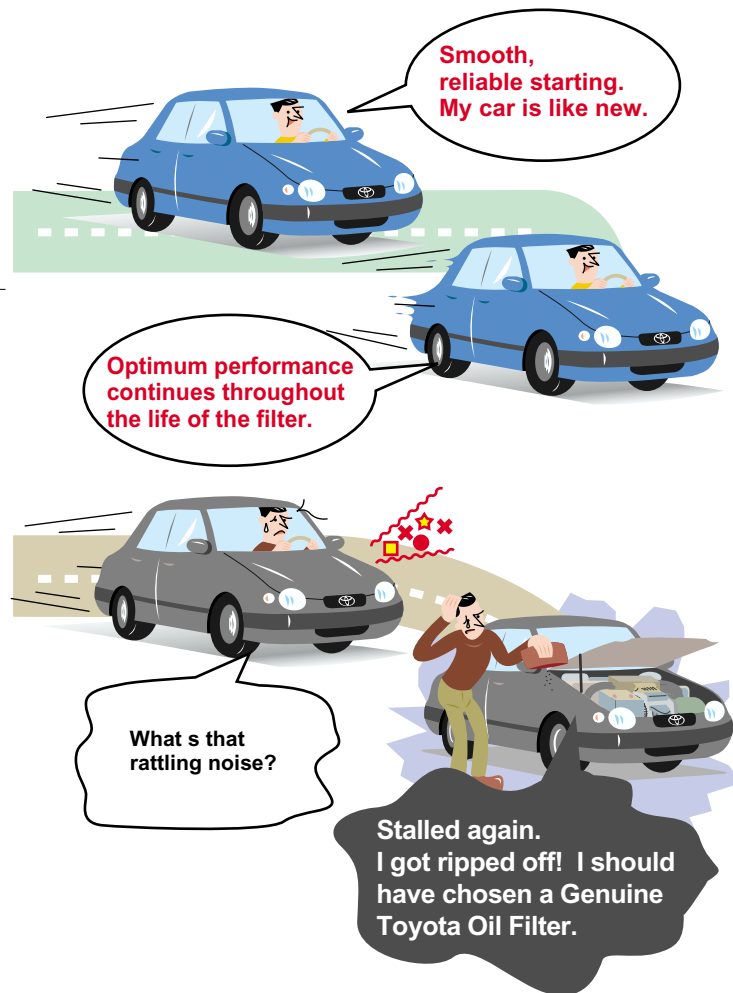


WHAT IF THE OIL FILTER DETERIORATES?

If the oil filter is not replaced, in time they will become clogged. This can result in friction and engine damage. In addition to accelerated wear on engine parts, a clogged filter can result in reduced performance, increased fuel consumption, and in extreme cases, excessive damage requiring a complete engine overhaul.



Ask for Genuine Toyota.

Only Genuine Toyota Oil Filters are designed and engineered specifically for your Toyota vehicle. For trouble-free driving, always ask for a Genuine Toyota Oil Filter.



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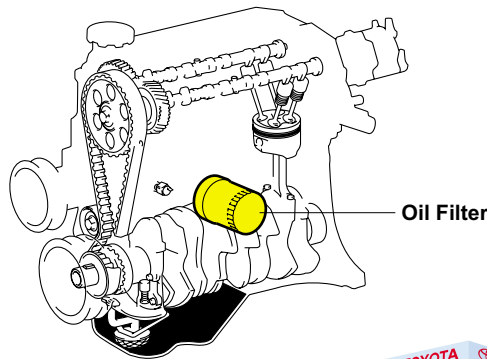


Genuine parts bring genuine value.

OIL FILTER



OIL FILTERS remove particles from the oil, preventing friction and engine damage.



Replacing with Genuine Toyota Oil and Oil Filter.

START

It is time to replace my oil and oil filter.

Replacing with non-genuine oil and oil filter.



With a Genuine Toyota Oil Filter



GENUINE

Element

A Genuine Toyota Oil Filter contains a dual-textured element - rough on the outside, fine on the inside - which filters particles effectively and resists clogging. Non-genuine oil filters are thin and finely meshed, making them prone to tearing and clogging, and will have to be replaced more frequently.



GENUINE

Sealing Capability (for gasket)

For added durability, a Genuine Toyota Oil Filter uses gaskets made with heat-resistant, non-stick acryle rubber. Non-genuine filters may use gaskets that easily deform or deteriorate, making them prone to leaks. They may also use poorly constructed fitting faces, which could cause engine damage.



GENUINE

Check Valves and Relief Valves

A Genuine Toyota Oil Filter has check and relief valves made of durable, heat-resistant rubber. They deliver long-lasting, stable performance. Non-genuine check and relief valves may not be properly constructed and could cause extensive engine damage. The relief valves may open prematurely, releasing dirty oil into the engine. The check valves may fail to prevent oil from flowing backward when the engine starts.



GENUINE

Oil Filter For Diesel Engines

A Genuine Toyota Oil Filter for diesel engines effectively filters carbon. Non-genuine oil filters may fail to filter carbon, causing the oil to become dirty. This also results in black smoke emissions and increased fuel consumption, which can cause engine damage.



NON-GENUINE



NON-GENUINE



NON-GENUINE



NON-GENUINE



Other types of Toyota Genuine Oil Filters are also available.

Without a Genuine Toyota Oil Filter