

FOR IMMEDIATE RELEASE

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FRAM® Introduces New FRAM Buddie™ Portable Air Purifier and Roadside Assistance Kit for On-the-Go Safety and Fresh Air

Las Vegas, NV, November 5, 2024 – FRAM, part of the First Brands Group™ family of companies, proudly announces the release of two new essential products for drivers and outdoor enthusiasts: the FRAM Buddie™ Portable Air Purifier and the FRAM Roadside Assistance Kit. Designed to provide fresh air and reliable assistance on the go, these products reflect FRAM's commitment to enhancing everyday convenience and safety for customers.

FRAM Buddie™ Portable Air Purifier

The FRAM Buddie™ is a compact, cordless air purifier ideal for the car, home, or office, providing effective air filtration with 99.97% efficiency through its H13 HEPA filter and activated carbon. This advanced purifier captures dust, smoke, and odors, while a UV-C sanitization function adds an extra layer of protection. Equipped with touch controls for adjusting fan speed and sanitization mode, as well as a long-lasting 2200mAh battery that runs for up to 10 hours, FRAM Buddie™ is built for those who prioritize clean air wherever they go.

- **Soft Touch Control:** Allows for easy adjustment of fan speed and sanitization settings.
- **UV-C Light:** Adds an extra layer of air sanitization for enhanced peace of mind.
- **Quiet Fan:** Operates with minimal noise, providing a tranquil environment.
- **Long-Life Battery:** Powered by a 2200mAh cobalt lithium battery for reliable, cord-free operation.
- **H13 HEPA Filtration with Activated Carbon*:** Captures 99.97% of airborne particles and odors.

FRAM Roadside Assistance Kit

Also debuting is the FRAM Roadside Assistance Kit, a compact, comprehensive safety package designed for roadside emergencies. Featuring the **FRAM Battery Jump Starter** and **FRAM Tire Inflator**, this kit offers essential tools to keep drivers safe and prepared.

FRAM Battery Jump Starter

A portable, high-performance solution for jump-starting 12V 5.0L gasoline and 12V 2.0L diesel engines, the FRAM Jump Starter is lightweight and compact, making it easy to store. With a durable, lithium-powered design and reverse polarity protection, this tool is built for reliable use even in extreme temperatures as low as -20°F. The jump starter doubles as a power bank for charging mobile devices and includes a built-in LED light with multiple modes for visibility in emergencies.

- **Portable Power Bank:** Charges phones, tablets, and other small devices on the go.
- **Enhanced Durability:** Built to operate in challenging conditions, with spark-proof battery cables.
- **Charge Indicator:** Monitors the device's charge status.
- **Built-In LED Light:** Offers flashlight, strobe, and SOS modes for increased visibility and safety.

FRAM Tire Inflator

With a 12V inflator powered by a 6000 mAh battery, the FRAM Tire Inflator provides quick and effective tire inflation. The compact design allows for easy storage, while a 40cm hose length offers added convenience compared to standard inflators. Its built-in LED light ensures visibility during nighttime use, and it also serves as a multi-function power bank.

- High Capacity: Quick inflation rate of 17 liters per minute with dual wind ducts for efficient cooling.
- Multi-Function Power Bank: Charges small electronics in addition to inflating tires.
- Versatile Solution: Supports inflation of various items, including car tires, sports balls, and bicycle tires.
- Extended Hose: A 40cm hose that conveniently reaches the wheel nozzle for ease of use.
- Built-In LED Light: Offers emergency light modes to increase visibility in roadside situations.

For more information about FRAM Buddie™ and FRAM Roadside Assistance Kit, visit FRAM.com.

About First Brands Group™:

First Brands Group™ is a global automotive parts company that develops, markets and sells premium products through a portfolio of market-leading brands including: Raybestos® complete brake solutions, Centric Parts® replacement brake components, StopTech® performance brakes, FRAM® filtration products, Luber-finer® filtration products, TRICO® wiper blades, ANCO® wiper blades, Carter® fuel and water pumps, Autolite® spark plugs, StrongArm® lift supports, Carlson® brake hardware, CARDONE® new and remanufactured replacement parts, Hopkins® universal applications and our towing & trailering portfolio composed of REESE®, DRAWTITE®, BULLDOG®, TEKONSHA®, and FULTON®. The First Brands Group™ portfolio of world-class brands offers best-in-class technology, industry-leading engineering capabilities and superior customer service.

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