



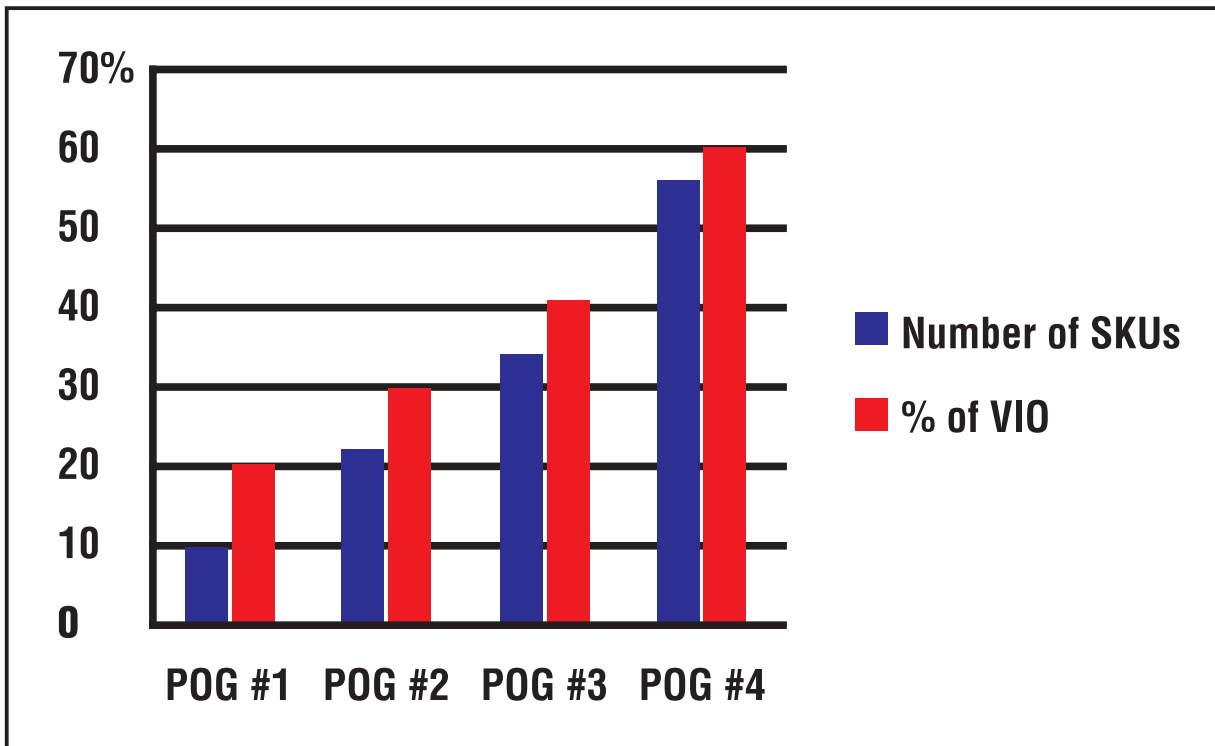
HIGH-FLOW AIR FILTERS



SUGGESTED PLANOGRAM OPTIONS

2007

PLANOGRAM



	Number of SKUs	% of VIO Coverage
POG #1	10	20
POG #2	22	30
POG #3	34	41
POG #4	56	60

With more than 1,200 replacement air filters covering most applications, determining which K&N SKUs to put on your limited shelf space resources can be quite a task. We at K&N have taken the guess work out of this. Using quantitative analysis, we have developed a formula to give you the best “bang for the buck” and make sure your valuable shelf space performs turns and generates profits. Using factors such as vehicles in operation (VIO), historic sales, and latest year of coverage, we can offer you the fastest moving and most popular SKUs covering the widest possible vehicle population cross section. Used in conjunction with a wide assortment of POP materials, you can commit to shelf space with full confidence that your return on investment will be profitable and produce the results you desire.



Planogram# 1

Number of Air Filters	Through '07 Applications	Number of Cleaning Kits	VIO Coverage	Jobber Cost
10	9	1	20%	\$481.45



Product displayed in alpha-numeric order

Planogram# 2

Number of Air Filters	Through '07 Applications	Number of Cleaning Kits	VIO Coverage	Jobber Cost
22	17	1-2 on Shelf	30%	\$1,008.56



Product displayed in alpha-numeric order

Planogram# 3

Number of Air Filters	Through '07 Applications	Number of Cleaning Kits	VIO Coverage	Jobber Cost
34	22	1 -2 on Shelf	41%	\$1,551.36



Product displayed in alpha-numeric order

Planogram# 4

Number of Air Filters	Through '07 Applications	Number of Cleaning Kits	VIO Coverage	Jobber Cost
56	32	4 -1 with 2 on Shelf	60%	\$2,439.28



Product displayed in alpha-numeric order

Planogram# 5

Number of Oil Filters	Through '08 Applications	Through '07 Applications	VIO Coverage	Jobber Cost One Each	Jobber Cost Two Each
14	3	8	94%	\$131.88	\$263.72



Can be used in conjunction with any of the proposed planogram options 1 through 4
 Product displayed in alpha-numeric order

Merchandising Materials



Air Flow Demonstrator; 110V
 87-1124-2
 12" w x 13" d x 28" h
 \$104.25

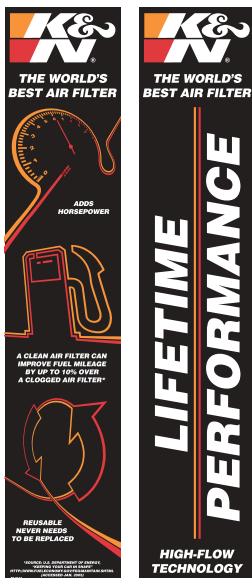


Air Filter Display
 87-5000-06
 19" w x 11" h
 \$20.67



FIPK Shelf Display with Power Book
 89-11909-05
 27" w x 12" h
 \$55.23

MERCHANDISING MATERIALS



Aisle Violator
89-0134
6"w x 30"h



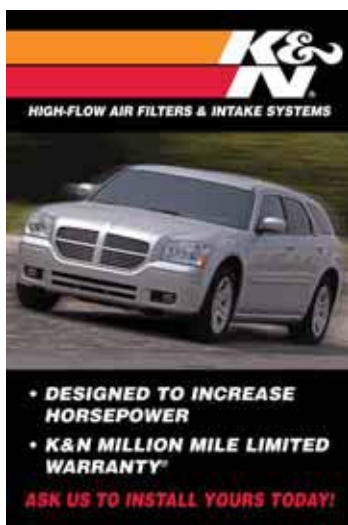
Aisle Violator
89-0123
6"w x 30"h



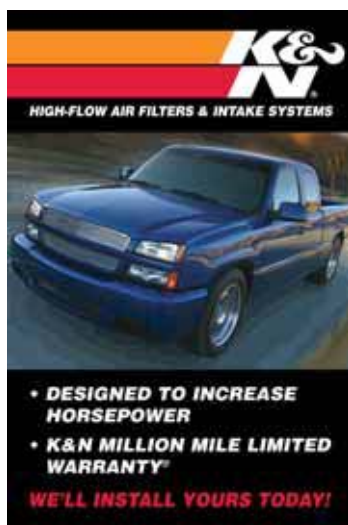
Powersports Shelf Wobbler
89-11824
4"w x 5"h



Header Board
89-0124-07
48"w x 12"h



"We'll Install Yours Today" Poster
89-11826
20"w x 30"h

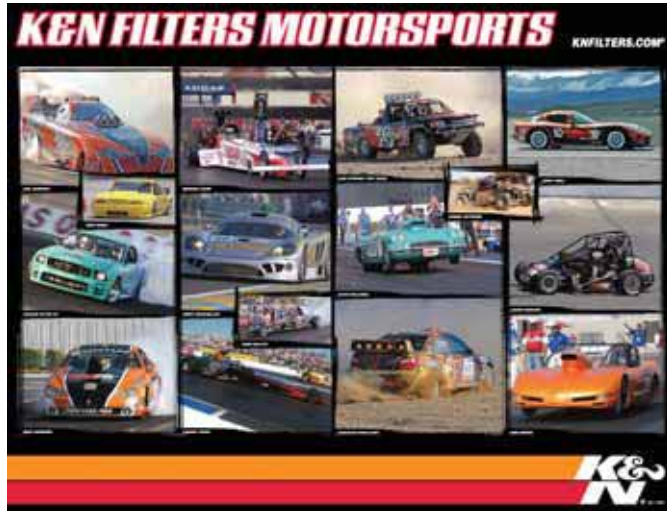


"Let Us Install Yours Today" Poster
89-11827
20"w x 30"h



Service/Cleaning Instructions Poster
89-11828
20"w x 30"h

MERCHANDISING MATERIALS



Motorsports Poster
89-11861
17" w x 13" h



Counter card with
Pocket for Brochure
89-11592
9" w x 12" h



High-Flow Technology Sign
89-11820
8" w x 5" h



K&N Installed Here Window Cling
89-11595
9" w x 12" h

PROMOTIONAL ITEMS



87-0150

PROMOTIONAL ITEMS

DESCRIPTION	PART#	PRICE
Key Fob	87-0150	\$10.45
Lanyard (Not Shown)	87-1135-2	\$1.45
Hitch Cover	87-4011	\$17.84



87-4011



2007 AUTOMOTIVE CATALOG

89-11482-07

- Automotive/Powersports Stock Replacement Air & Oil Filters
- Intake Systems & Horsepower Gains
- Small Engines/Light Industrial Air Filters
- Specialty Air Filters
- Racing Air Filters
- Custom Air Filters
- Air Filter Wraps
- Air Filters by Size



2007 POWERSPORTS CATALOG

89-11483-07

- Stock Replacement Motorcycle/ATV Air & Oil Filters
- MX XStream® Top Filters
- ATV XStream® Powerlids™
- Billet Custom Cruiser Filters
- Specialty Air Filters
- PWC Flame Arrestors
- Snowmobile Air Filters
- Kart Air Filters
- Air Filter Wraps



2007 AUTOMOTIVE JOBBER PRICE LIST

89-20-07



POWER BOOK

89-11793-06F

- Intake System Applications & Horsepower Gains
- Performance Guarantee



MINI BROCHURE

89-11803-06

- Full Product Summary



TECHNICAL TRAINING AUDIO CD

89-40149-05



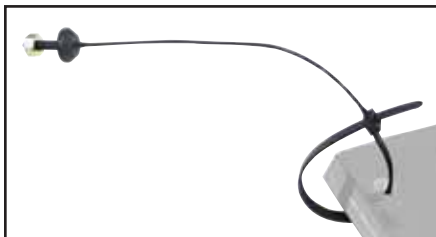
2007 POWERSPORTS MEDIA DVD

89-40151-07



2007 AUTOMOTIVE CATALOG CD

89-40152-07



Catalog Cable
87-4007



Metal Catalog Rack
87-1136



Clear Catalog Rack
87-1137

DECALS & BANNERS



89-16164



89-16169



89-0050



89-16167



89-0020-05



89-0110



89-0030-05



89-16063



89-11484



89-16177



89-16020



89-16172



89-0003



89-16021



89-16171

DECALS

DESCRIPTION	SIZE	PART#
Chrome K&N, Die Cut	2 1/4"W x 1 1/8"H	89-0003
Black Logo	4 1/2"W x 1 3/8"H	89-0020-05
White Logo	4 1/2"W x 1 3/8"H	89-0030-05
Authorized Dealer, Round	5" DIAGONAL	89-0050
High-Flow Air Filters, Rectangle	16"W x 6"H	89-0110
Black Logo, White Outline, Die Cut	10 1/2" x 3 5/16"	89-11484
White Logo, Die Cut, High Temp.	4 1/4"W x 1 1/4"H	89-16020
Black Logo, Die Cut, High Temp.	4 1/4"W x 1 1/4"H	89-16021
All Black Logo, Die Cut	13 11/16"W x 4 3/16"H	89-16040
All White Logo, Die Cut	13 11/16"W x 4 3/16"H	89-16041
Stop Decal	2 1/2"	89-16063
Windshield, White Logo, Die Cut	36"W x 4"H	89-16164
High-Flow Air Filters, Rectangle	32"W x 12"H	89-16167
Performance Air Intake Systems, Rectangle	11 5/8"W x 3 3/16"H	89-16169
Contingency, White Logo, Die Cut	14"W x 4"H	89-16171
Contingency, Black Logo, Die Cut	14"W x 4"H	89-16172
Contingency, White Logo, Die Cut	10 1/2"W x 3 5/16"H	89-16177

PROMOTIONAL PACK

DESCRIPTION	PART#
Contains two each of 89-0020-05 and 89-0030-05, and one 89-16063	89-0200

BANNERS

DESCRIPTIONS	PART#
60" w x 24" h Performance Filters	89-11891
120" w x 36" h Performance Filters	89-11894



89-11894

REGISTRATION FOR K&N DEALERS & SERVICE CENTERS

(This is not an application to purchase direct from K&N)

Company Name: _____ Country: _____
Address 1: _____ Phone Number: _____
Address 2: _____ Fax Number: _____
City: _____ Email Address: _____
State: _____ Zip Code: _____ Primary Contact: _____

Current Status as a K&N Dealer: Currently Selling K&N Products
Not Selling, but Interested in Selling K&N
Not Interested in Selling K&N Products

How many K&N Part Numbers do you have in inventory at this location? _____

What general types of vehicles do you serve? Automotive & Light Truck
Motorcycle, ATV, Powersports
Marine
Other

Facility type: Service Station Garage
 Lube Retail Store Vehicle Dealership
 Installer Jobber Fleet
 Construction Municipal Agricultural
 Lawn & Garden Other _____

Does your facility provide installation and vehicle repair services? Yes No

Which K&N products will you install for a consumer?
 Air Filters Oil Filters Intake Kits

How did you find out about the K&N Dealer Program? Knfilters.com® Website
 Direct Mail or Brochure Supplier or Distributor
 K&N Truck & Trailer Trade Show
 Other _____

What company is your primary supplier or distributor of K&N Products? _____
Who is your secondary supplier? _____

May we provide your business information to distributors or
suppliers that might supply K&N products to this location? _____
What is your K&N sales rep's name? _____

Would you like to receive a free K&N Authorized dealer kit? Yes, send a dealer kit
 No, do not want a dealer kit Already have a dealer kit

Name of person entering this information: _____

**FAX THIS FORM TO 951-826-4001 OR
ENTER ONLINE AT KNFILTERS.COM/DEALER**

USE THIS FORM FOR ORDERING

Part #	Description	Quantity	POG #1 Order	POG #2 Order	POG #3 Order	POG #4 Order
E-0776**	DODGE PICK-UP 5.9L-L6 (TD); 03-07	1				
E-0945*	FORD F-SERIES V8-4.6L, 96-07; V8-5.4L, 97-03	1				
E-1796**	CHEVY/GMC FULLSIZE P/U, 96-00	1				
33-2031-2*	NISSAN / INFINITY; 80-07	1				
33-2106-1*	FORD EXPLORER / RANGER, 97-07 panel	1				
33-2129*	CHEVY P/U 99-07	1				
33-2135**	CHEVY SILVERADO, V8-6.6L DSL 01-05 panel	1				
33-2247*	DODGE RAM 1500, 3.7L-V6, 4.7L-V8 & 5.9L-V8; 02-07	1				
33-2286*	NISSAN TITAN / ARMADA, 5.6L-V8; 04-07	1				
33-2287*	FORD F150, 5.4L-V8; 04-07 Non-Heritage	1				
99-5000	RECHARGER KIT; AEROSOL OIL	1				
E-0773*	GMC CANYON / CHEVY COLORADO, 2.8L-I4 & 3.5L-I5; 04-07	1				
E-0781**	CHEVY DURAMAX 6.6L-V8 DIESEL; 05-07 round	1				
E-1009*	CHEVY TRAILBLAZER 4.2L-I6; 02-07	1				
E-1500*	GM CARS/TRUCKS, 68-96	1				
E-1650	GM CARS/TRUCKS, V8, 66-84 14"x 3"	1				
33-2042*	GM CARS / TRUCKS V6,V8 91-05	1				
33-2141-1	GM CARS V6,V8 97-07	1				
33-2175*	DODGE DURANGO & DAKOTA ALL; 97-07	1				
33-2248**	FORD F SERIES P/U 7.3L-V8 TD; 00-03	1				
33-2281*	TOYOTA 4 RUNNER, TUNDRA, FJ CRUISER, 4.0L-V6; 03-07	1				
33-2295	CHRYSLER 300C / DODGE MAGNUM / CHARGER, 5.7L-V8; 05-07	1				
33-2298	FORD MUSTANG 4.0L-V6 & 4.6L-V8; 05-07	1				
99-5000	RECHARGER KIT; AEROSOL OIL	1				
E-0995	FORD EXPLORER/ RANGER V6-4.0L, 95-97	1				
33-2023*	FORD TRUCKS L6,V8;GAS, 87-97	1				
33-2054*	TOYOTA, LEXUS CARS & TRUCKS 92-04	1				
33-2056**	DODGE CUMMINS TURBO-DSL,94-02	1				
33-2084*	DODGE P/U V8-5.2L,5.9L; 94-02	1				
33-2114*	JEEP WRANGLER 4 & 6 CYLINDER; 97-06	1				
33-2125	VW / AUDI, 94-05	1				
33-2128	VW / AUDI, 97-07	1				
33-2144*	TOYOTA TUNDRA, 3.4L,4.7L, 00-06	1				
33-2233*	JEEP LIBERTY, GRAND CHEROKEE, COMMANDER V6 & V8; 02-07	1				
33-2252	PONTIAC VIBE / TOYOTA MATRIX, 1.8L-L4; 03-07	1				
33-2260	LEXUS ES300 / TOYOTA CAMRY / HIGHLANDER, L4 & V6; 02-07	1				
33-2050-1*	GEO/ISUZU/ TOYOTA, L4; 90-04	1				
33-2063-1	GM CARS V6 & V8; 94-05	1				
33-2070	BMW; 91-06	1				
33-2072	CHRYSLER, PLY, DODGE, EAGLE, MITS; 92-05	1				

Continued in Next Column...

Part #	Description	Quantity	POG #4 Order
33-2121-1	CHEVY MALIBU / PONTIAC GRAND AM 2.4L I4 & 3.1L V6; 97-05	1	
33-2139	JEEP GRAND CHEROKEE 4.0L, 4.7L 99-04	1	
33-2143	CHEVY CAVALIER 95-05	1	
33-2145-1	TOYOTA CAMRY/SIENNA 3.0L-V6; 98-04	1	
33-2150	FORD TAURUS / MERCURY SABLE 3.0L V6; 98-07	1	
33-2187*	FORD ESCAPE / MAZDA TRIBUTE 2.0L I4 / 3.0L V6; 01-07	1	
33-2192	HONDA CIVIC 1.7L-L4; 01-05	1	
33-2201	HYUNDAI TIBURON / ELANTRA 2.0L-I4; 00-07	1	
33-2206	DODGE CARAVAN 3.3L & 3.8L-V6; 01-07	1	
33-2207*	FORD EXPLORER 4.0L-V6 & 4.6L-V8; 02-05 round	1	
33-2231	BMW; 98-07	1	
33-2272	FORD CROWN VIC / LINCOLN TOWN CAR, 4.6L-V8; 92-07	1	
33-2276	HONDA ACCORD / ACURA TSX, 2.4L-I4; 03-07	1	
33-2288*	DODGE DURANGO, 5.7L-V8; 04-07	1	
33-2342	HONDA CIVIC SEDAN 1.8L-L4; 06-07	1	
33-2343	HONDA CIVIC SI 2.0L-L4; 06-07	1	
99-0516	FILTER OIL; 12.25 OZ AEROSOL SPRAY	1	
99-0621	FILTER CLEANER; 32 OZ TRIGGER SPRAYER	1	
99-5050	RECHARGER KIT; SQUEEZE OIL	1	
E-0940	FORD MUSTANG, 3.8L, 94-04	1	
E-1006	DODGE / PLYMOUTH NEON 2.0L I4; 00-05	1	

Part #	Description	Quantity	POG #5 Order
HP-1001	CHEVY, GMC, PONTIAC	1	
HP-1002	SATURN, LEXUS	1	
HP-1003	CHEVY, GEO, TOYOTA	1	
HP-1004	ACURA, GEO, MAZDA	1	
HP-1007	BUICK, CHEVY, OLDSMOBILE	1	
HP-1008	INFINITI, KIA, MAZDA, NISSAN, SUBARU	1	
HP-1010	INFINITI, MAZDA, MITSUBISHI, NISSAN	1	
HP-2001	BUICK, CADILLAC, OLDSMOBILE	1	
HP-2004	MITSUBISHI, FORD, TOYOTA	1	
HP-2006	BUICK, JEEP, OLDSMOBILE	1	
HP-2009	MERCURY, FORD, LINCOLN	1	
HP-2010	FORD, LINCOLN, MERCURY	1	
HP-3001	DODGE, TOYOTA, LINCOLN	1	
HP-3002	CHEVY, GMC, PONTIAC	1	

K&N POP	Description	Quantity	POP Order
87-1124-2	AIR FLOW DEMONSTRATOR; 110V W/FILTER SLEEVE	1	
87-5000-06	DISPLAY; AIR FILTER	1	
89-11909-05	FIPK VERTICAL BOLT ON DISPLAY	1	

*Truck/SUV Application

**Diesel Truck/SUV Application

JOBBER / INSTALLER NAME

WAREHOUSE DISTRIBUTOR NAME