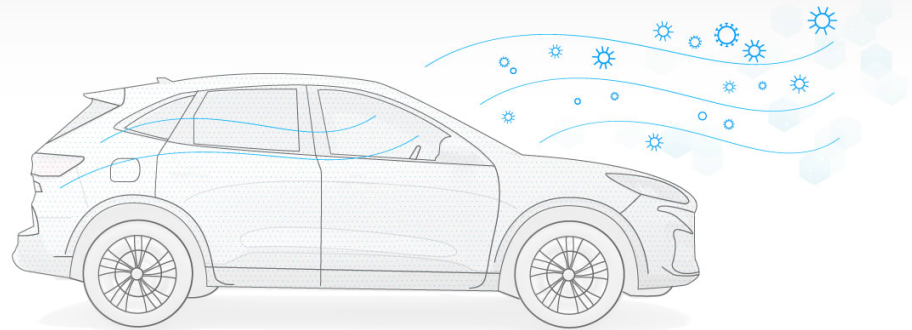
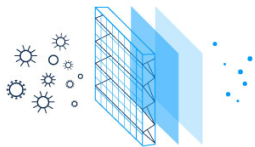




FORD'S ENHANCED FILTER COULD HELP HAY FEVER AND ALLERGY SUFFERERS

Ford offers a **micronAir proTect filter** upgrade that has carbon filters and a special active layer to trap particles as small as 0.05 microns



How small is 0.05 microns?

Head of a pin
2 mm



Red blood cell - 8 microns
0.008 mm



H1N1 Swine Flu virus - 0.12 microns
0.00012 mm



Ford micronAir proTect filter can shield against



- Pollen
- Dust
- Particles
- Viruses such as H1N1 Swine Flu and HCoV-229E Coronavirus



*Ford micronAir® proTect line with antiviral surface protection by means of a functional filter layer based on fruit extract (active ingredient CAS-Nr. 77-92-9 and/or 5949-29-1) for use in air handling / air conditioning systems. Safe bacteriostatic and fungistatic surface protection against a multitude of gram-positive and gram-negative bacteria, yeast and fungi as well as proven antiviral properties (Influenzavirus H1N1 and Coronavirus HCoV 229E) according to ISO 18184. Ford micronAir® proTect filter is an aftermarket part supplied and fitted by Ford dealerships and is not available as standard or optional equipment on Ford vehicles.



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Fords nye luftfilter beskytter mod allergener og vira

Ford-ejere kan nu udstyre deres bil med et optimeret, ISO-certificeret luftfilter, der opfanger støv, pollen og andre allergifremkaldende partikler.

Filteret ved navn Ford MicronAir ProTect er udviklet af filtreringsvirksomheden Freudenberg og blev lanceret i Danmark sidste år. Nu er det også blevet ISO-certificeret i at kunne beskytte mod uønskede bakterier, allergener og vira, der kan være sundhedsskadelige.

Beskyttelsen opnås med kul og et aktivt lag med blandt andet citronsyre.

“Allergi over for støv og pollen kan ofte være et problem for bilejere og deres passagerer, og det kan i værste fald føre til sundhedsmæssige problemer. Vores nye filter beskytter både billigt og effektivt mod disse mikropartikler,” forklarer Nigel Brackenbury, eftermarkedsvicedirektør hos Ford Europa.

Sådan virker det

Når Fords MicronAir ProTect monteres i bilens ventilationssystem, mindsker det koncentrationen af skadelige partikler, der slipper ind til kabinen. Filteret har et aktivt kulstof, der beskytter mod skadelige forureningspartikler og syregasser.

Derudover består det også af en mikrofiberbarriere på flere lag, der opfanger de mindste partikler, såsom pollen og støv, helt ned til 0,05 mikrometers størrelse – svarende til mindre end en tusindedel af et menneskehårs tykkelse.

Filteret kan også håndtere partikler i selve kabinen. Det viser sig at være 99,9 procent effektivt i at udrydde vira, der kommer i kontakt med filterets aktive lag. Disse inkluderer svineinfluenza (H1N1) og forkølelsvirussen HCov-229E. På nuværende tidspunkt er det for risikabelt at teste filteret mod COVID-19, men Freudenberg forventer, at det vil kunne få samme effekt.

Det nye MicronAir ProTect kan købes og monteres hos Ford-forhandlere landet over med alle nødvendige sikkerhedsforbehold for at mindske smittespredningen. Det fås til Focus, Kuga, Mondeo, S-MAX, Galaxy, Fiesta, Puma, EcoSport og Transit Courier. Filtre til flere Ford-modeller er også under udvikling.



[Se video på YouTube her](#)

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Fotos og mere information findes på Ford Danmarks pressecenter:

<http://www.mynewsdesk.com/dk/pressroom/ford-motor-company>

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About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 45,000 employees

at its wholly owned facilities and consolidated joint ventures and approximately 59,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 19 manufacturing facilities (12 wholly owned facilities and seven unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

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