

# Premium Sealing Technologies

## **FEL-PRO** **PERMADRYPLUS**

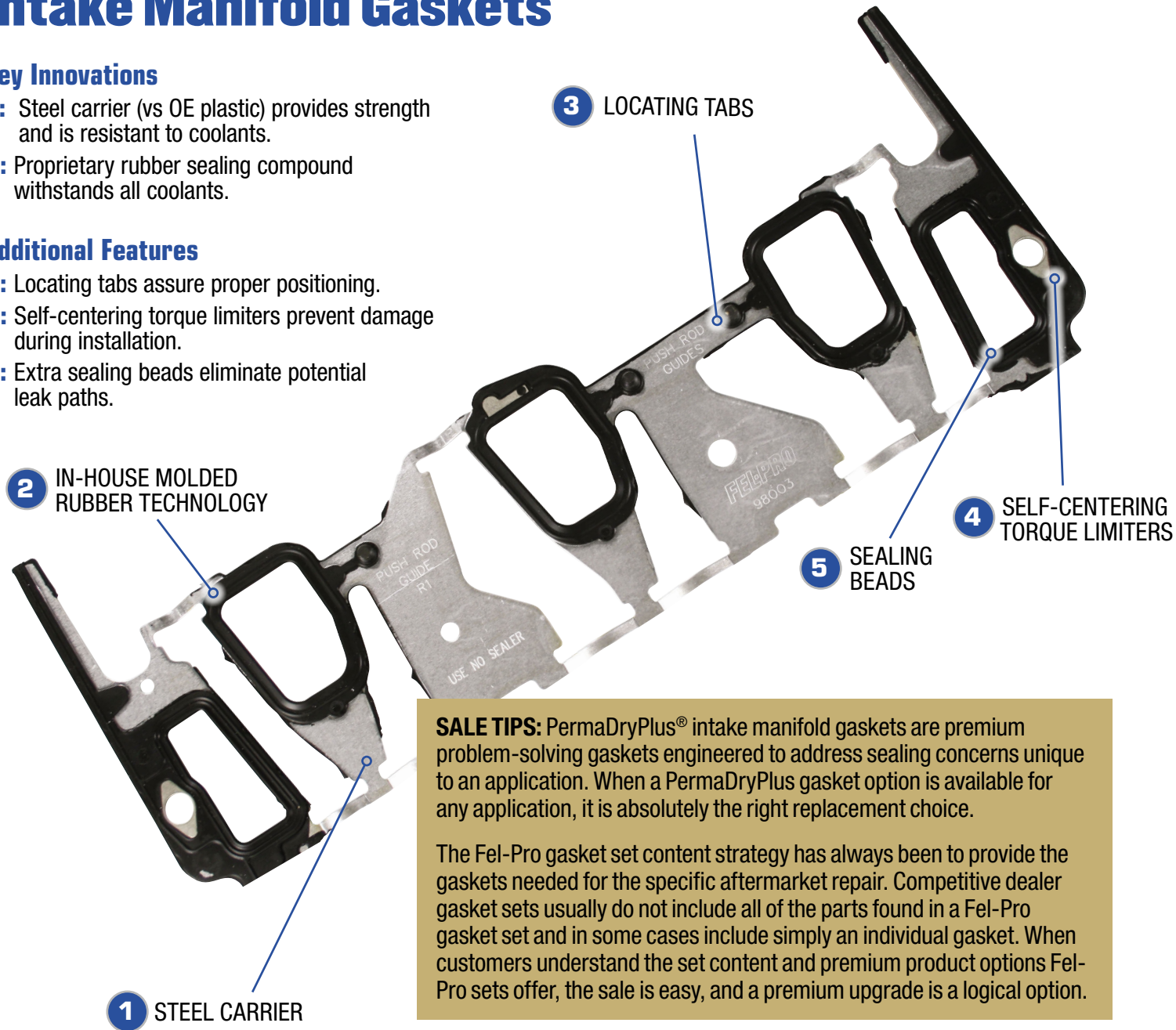
### Intake Manifold Gaskets

#### Key Innovations

- 1:** Steel carrier (vs OE plastic) provides strength and is resistant to coolants.
- 2:** Proprietary rubber sealing compound withstands all coolants.

#### Additional Features

- 3:** Locating tabs assure proper positioning.
- 4:** Self-centering torque limiters prevent damage during installation.
- 5:** Extra sealing beads eliminate potential leak paths.



**SALE TIPS:** PermaDryPlus® intake manifold gaskets are premium problem-solving gaskets engineered to address sealing concerns unique to an application. When a PermaDryPlus gasket option is available for any application, it is absolutely the right replacement choice.

The Fel-Pro gasket set content strategy has always been to provide the gaskets needed for the specific aftermarket repair. Competitive dealer gasket sets usually do not include all of the parts found in a Fel-Pro gasket set and in some cases include simply an individual gasket. When customers understand the set content and premium product options Fel-Pro sets offer, the sale is easy, and a premium upgrade is a logical option.

**OPPORTUNITY:** Sweltering summer heat has already set many gaskets up to fail, causing their plastic carriers to lose rigidity and become deformed, creating leak paths. Dropping temperatures of fall will cause them to become brittle and break. Peak repair season for intake manifold gaskets is now.