

TRUSTED FOR OVER 100 YEARS



**BASSADONE**  
M•O•T•O•R•S



# Genuine V Non-Genuine Parts



## The Pros and Cons



## Air Filters

### *Keeping your engine pure*

Air filters are important to your car's smooth running as they collect impurities that can be inhaled, such as minute metal particles, tyre dust and soot. This ensures all air entering the engine is clean, the correct air/fuel ratio is maintained and you enjoy a superior driving experience.

#### Genuine Air Filter



- Utilises the latest filtering technology
- Blocks the majority of airborne dust and debris from entering your engine
- Offers maximum protection and durability
- Ensures maximum engine performance
- Minimises flat spots under acceleration
- Optimises fuel economy
- High number of fins retain debris whilst maintaining optimum air flow into the engine
- Uses quality approved filter papers such as static fabrics
- Supports safe, comfortable driving conditions
- Effective for 15,000km to 20,000km



#### Non-genuine Air Filter

- Uses uncertified filter paper similar to writing paper
- Does not filter minute particles
- Jeopardises safety
- Hinders smooth driving experience
- Effective for less than 15,000km to 20,000km

## Brake Pads

### *One of the most critical parts of your car*



Brakes are one of the most fundamental parts of a vehicle where safety is concerned. Genuine brakes have been tested in all weather conditions. Unlike many imitation parts, Genuine Parts will fit your vehicle perfectly, without the need for adjustment or excessive force.

#### Genuine Brake Pads



- Guaranteed to be the best for your vehicle
- Medium to high co-efficient of friction
- Keep friction factor evenly distributed through all temperatures
- Provide dependable and consistent braking performance
- Tested in all weather conditions
- Will fit your vehicle perfectly
- No need for adjustment or excessive force
- Durable



#### Non-genuine Brake Pads

- May affect your warranty
- Surface finish is often rough and of poor quality
- Often have a higher wear rate and lower braking performance
- Often divided by faulty adhesive – a significant and potentially dangerous defect



## Clutch Discs

### *Smooth running and dependable control*

The clutch disc, located between the engine and transmission, acts as the fuse in the vehicle's running system. A Genuine clutch allows for smooth, easy, unobstructed gear changing and effectively moderates power generated by the engine.

#### Genuine Clutch Discs



- Withstands 1 million cycles
- Allows for smoother gear changes
- Produces less noise
- Softens engine noise
- Greater reliability and trustworthiness



#### Non-genuine Clutch Discs

- Can shatter after 80,000 cycles – 1/12 of the lifespan of a Genuine item
- Often produces vibrations on start-up
- May diminish power output
- Tends to wear out more rapidly
- Can make gear changing difficult
- Promotes increased gearbox wear
- Provides an inferior driving experience
- More expensive due to higher replacement frequency



## Fuel Filter

*Ensuring that the only thing in the fuel lines... is fuel*

The fuel filter is designed to maximise fuel purity and prevent fuel system failure and malfunction. Blocking dirt particles and other impurities, they're the last line of defence against potentially catastrophic fuel line contamination.

### Genuine Fuel Filter



- Compact and lightweight
- Uses the latest filtering technology
- Treated with high quality anti-corrosion finish to prevent possible rust
- Designed to offer optimal filtration

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### Non-genuine Fuel Filter



- Poor resistance against particles can lead to accelerated wear of the fuel pump
- Pressure regulator can fail due to irregular pressure
- Blocked nozzles lead to failure at acceleration and start-up
- Can lead to engine break-down and cylinder wear



## Oil Filters

*Keeping your engine running longer*

Oil filters offer the protection for your vehicle by preventing dangerous contaminants and impurities from entering the engine and making sure that you get the best performance for many years to come. Poor oil filtration can lead to premature engine wear and costly malfunctions.

### Genuine Oil Filters



- Maintains high performance and prolong the life of your engine
- High quality filtration paper with 1,120 cm<sup>2</sup> surface area
- Uses plate springs which maintain integrity under pressure
- Specially developed for the vehicle by the manufacturers
- Greater efficiency proven in controlled testing
- Compact and lightweight

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### Non-genuine Oil Filters



- Only 550 cm<sup>2</sup> of filter paper surface area – less than half that of a Genuine Oil Filter
- Uses coil springs that are more likely to cause leaks under pressure
- Offers less than 50% efficiency in testing, leading to faster engine wear and lower performance
- Warning labels often inaccurate



## Timing Belt

*Because timing is everything*

The timing belt controls and connects related engine components (crankshaft, camshaft etc.) allowing them to operate in set time and achieve smooth engine function from suction and compression to combustion and exhaust. A failure of the timing belt cannot only lead to costly repairs but can also be highly dangerous.

### Genuine Timing Belt



- Protected by fabric jackets
- Resists temperatures from -40°C to +140°C
- Consistent core construction allows even tension/stress distribution, reducing the risk of component failure
- Uses high-gloss threads to attach fabric jackets
- Constructed using high quality materials and latest technology methods
- Greater durability and strength proven under testing

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### Non-genuine Timing Belt



- Inferior durability and strength under testing
- Uneven alignment of core wires affects distribution of belt tension

We are here to help. Pop in or call us for the most professional guidance and advice.

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