

Sometimes...

# IT'S GOOD TO

## A COLD AIR INTAKE SHOULD PROVIDE COLD AIR

Sounds basic, but it's probably news to our competitors! You see, cold air is denser than hot air, and your truck engine thrives on air density. The Banks Ram-Air Intake system was designed on a simple principle: *Greater airflow = higher pressure = improved fuel economy at any power level... as long as you don't heat the air!*

## TESTING THE HARD WAY

**Testing airflow.** Banks' engineers tested 7 competitors' products along with the Banks Ram-Air and compared them to stock. All but one (Bullydog) improved airflow. But, to properly evaluate intake air density, you have to consider real-world intake air temperature conditions.

**Testing density.** Using Banks' patented density measurement techniques (**Engine Performance Evaluation: US Patent # 7,254,477**), a truck was outfitted with precision temperature and pressure sensors. It was then run on the road to evaluate the actual effect each intake system had on turbocharger inlet air density. The results were astounding.

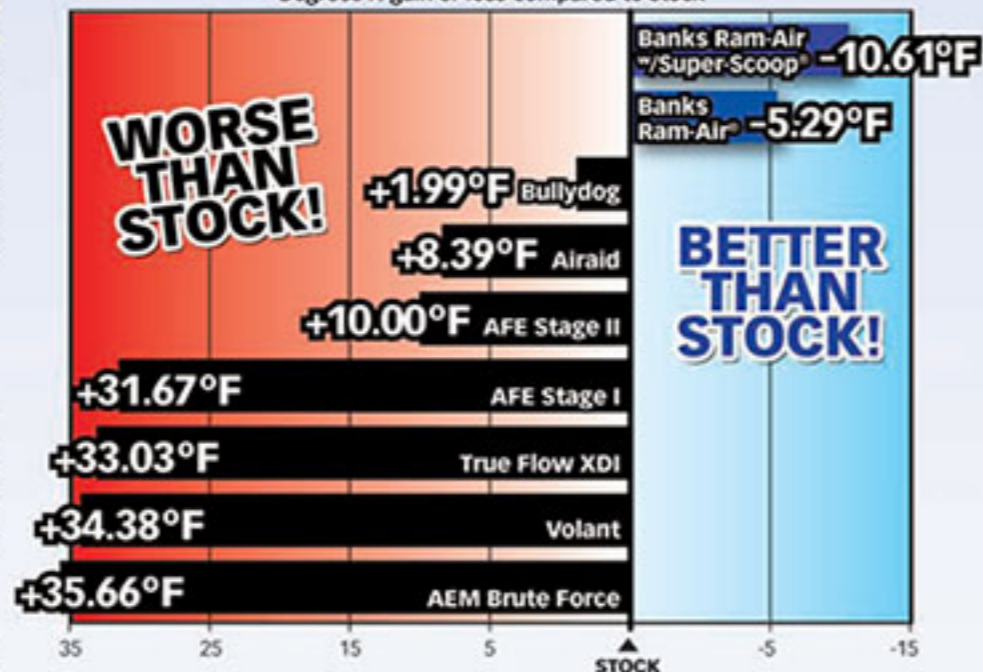
## HOT AIR = LESS DENSITY

This is where our competitors' wheels come off. Although 6 out of 7 competitors flowed better than stock, ALL of them had hotter intake air temperatures. *Only Banks Ram-Air proved to be a true Cold Air Intake.* That means cooler-than-stock intake air temps! Cold air is critical to engine performance because it increases the intake air density. Now you can add fuel safely.

The colder the air, the better the results. Consider this: for every 1% that density improves, the engine is capable of making 1% more horsepower. And, with this improvement the engine is more efficient all the time, which means better fuel economy at any power level!

### ON-HIGHWAY TEMPERATURE

Degrees F. gain or loss compared to stock



### ON-HIGHWAY DENSITY GAIN OR LOSS



Testing performed on a 2004 Dodge Ram 2500 4x4, Quad Cab, Long Bed with 325 HP engine. Data taken at 2800 RPM in 3rd gear under full power conditions on a 6% grade. Total weight of truck & trailer = 21,650 lbs.

# BE DENSE



COLD, HIGH PRESSURE, DENSE AIR TO THE TURBO

RAM-AIR FILTER HOUSING

## MORE DENSITY = MORE MPG & HP

Our tests prove that 6 out of 7 "cold-air" systems actually provide LESS air density to the turbo's inlet than the stock system! Why on earth would anyone pay money for a product that kills power and mileage?

It's all about density — and Banks Ram-Air delivers.

The harder you work your truck, the more Banks Ram-Air improves power and fuel economy!



## WHEN IS COLD AIR ACTUALLY HOT AIR?

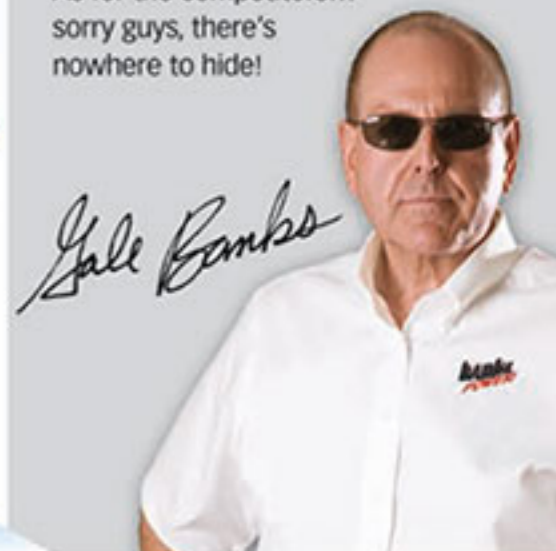
That occurs when advertising claims do not equal reality.

**Winning races with "less" power.** Throughout my career, I've won races and set speed records with less horsepower and lower torque than my competitors claim. How can that be so? Well, I know how to test and I don't bull\*\*\*t!

**Testing the competitors.** The same holds true in the truck and RV power business. At Banks, we test our competitors' products, as well as our own. So, for the past 50 years, we have known that our products kick butt. We just haven't published the results.

**Shining the spotlight.** As I get older, I have become tired of seeing ads with B.S. mileage and power claims. So the gloves are off and the spotlight is now on some of our competitors' claims.

**At Banks, we engineer to win.** As for the competitors... sorry guys, there's nowhere to hide!



Check out the collection of performance air intake systems we offer.