Ford Offers Air Filter That Could Help Hay Fever and Allergy Sufferers – and Even Reduce the Transmission of Viruses

- Ford customers can equip vehicles with an enhanced air filter that traps tiny particles of dust, pollen and pollution to help ensure more comfortable journeys for allergy sufferers
- Drivers and passengers are protected from particles that can be less than one thousandth the width of a human hair by a system that uses citric acid – as found in lemons
- Now being extended across the Ford range, the filter can shield against viruses like Swine Flu and coronaviruses

**Dunton, Essex, June 2, 2020** – Ford is now offering with its vehicles an upgraded filter that could provide much-needed relief to hay fever and allergy sufferers.

The Ford micronAir proTect filter, developed by filtration experts Freudenberg, is highly effective at capturing a wide range of harmful germs, allergens and even viruses that can cause significant health problems.

The enhanced system uses carbon and a special active layer made from a secret recipe including citric acid as found in lemons. This provides protection against unwanted bacteria, yeast and fungi, as well offering antiviral properties.

“For many drivers and their passengers, allergies to pollen and dust can cause great discomfort as well as serious health problems,” said Nigel Brackenbury, vice president, Ford Customer Service Division, Ford of Europe. “This filter is a low-cost but effective measure that could protect the health and provide greater comfort for anyone travelling in a Ford vehicle.”

**How it works**

The Ford micronAir proTect filter is capable of trapping particles as small as 0.05 microns – less than one thousandth the thickness of a human hair. When fitted to the vehicle’s ventilation system this can dilute the concentration of harmful particles entering the cabin and remove droplets containing viruses as quickly as possible, reducing the chance of further contamination and infection.

The filter features an activated carbon element that is designed to offer additional protection against harmful pollution such as particulates and acid gases, and a multi-layer microfibre barrier that traps smaller particles, dust and pollen.

It is also possible for the filter to address threats inside the car – proving 99.9 per cent effective at inactivating viruses that come into contact with the special active layer.* These include Swine Flu (H1N1) and HCov-229E. Current conditions make it too dangerous to test the filter against SARS-CoV-2, the coronavirus that causes COVID-19 disease, but Freudenberg expects that it will achieve the same 99.9 per cent effectiveness.

Coronaviruses are spread in droplets produced when those affected sneeze, cough or breathe, and can remain infectious on surfaces for hours or even days. Wind disturbances, temperature changes and humidity can all cause these particles to become airborne again – at which point they can be picked up by the filter.

Ford dealerships can supply and fit the filter, which is available for Focus, Kuga, Mondeo, S#MAX and Galaxy, and can now also be ordered for Fiesta, Puma and EcoSport with Transit Courier and Tourneo Courier models to follow later this summer.
Customers wishing to have the Ford micronAir proTect filter fitted to their Ford vehicles can do so with the ‘No Touch’ servicing protocols, during which the vehicle is sanitised and protected with additional contact point coverings before being returned to the customer.

*Ford micronAir® proTect line with antiviral surface protection by means of a functional filter layer based on fruit extract (active ingredient Citric Acid 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.