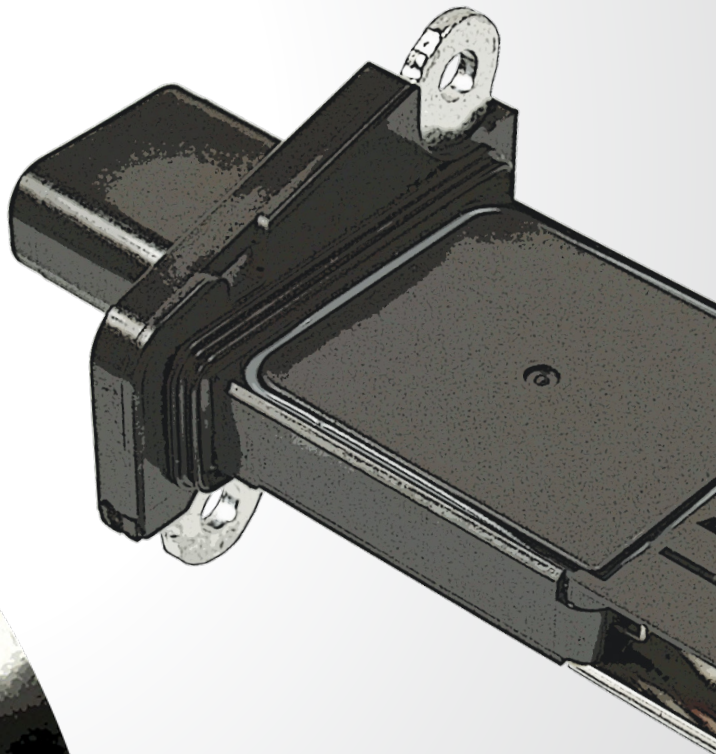
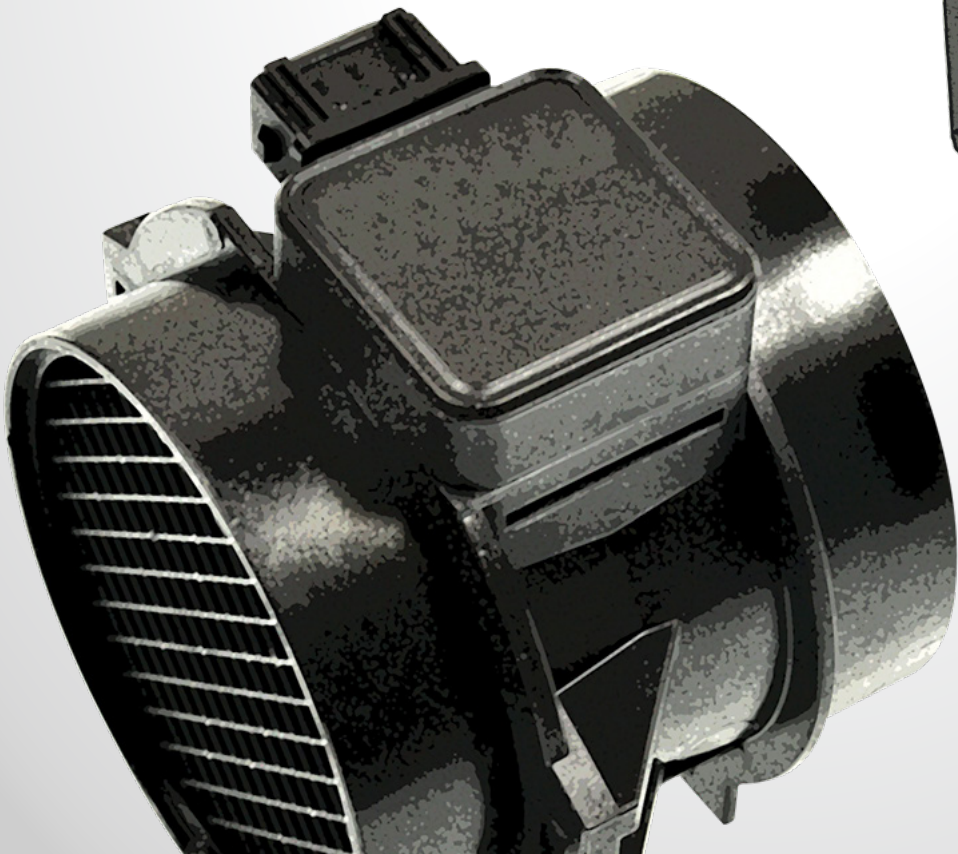




# NEW MASS AIR FLOW SENSORS

**NEW**, Not Remanufactured  
High Quality Direct-Fit  
Airflow Calibrated  
100% Computer Tested



## The New Benchmark for Mass Air Flow Sensor Accuracy

Mass Air Flow (MAF) Sensors are precision components that measure the amount of airflow entering the intake manifold and must communicate clearly with the Engine Control Module (ECM). Remanufactured MAF sensors with debris from prior use can hinder this communication and cause the vehicle to experience drivability issues.

To ensure accurate airflow, precise performance, and longer service life, BWD® offers a higher-quality alternative: **a line of 100% NEW, never remanufactured, MAF Sensors.**



Number of NEW MAF Sensors in our line



Most comprehensive coverage for NEW OE-quality MAFs



BWD® MAF Sensors are 100% NEW, not remanufactured

## Why MAF Sensor Testing and Calibration Matters

One of the most important factors for MAF sensor performance is precise testing and calibration. This is what sets BWD® apart from the rest. With onsite engineering, design, and test labs at our ISO/TS16949- and ISO14001-certified manufacturing facility, BWD® is able to produce 100% new MAF sensors that precisely match the OE output and perform flawlessly under all operating conditions. Here are just a few of our testing and calibration techniques:



**Choked Airflow Testing and Calibration** accurately measures and calibrates our new MAF sensors



**Salt and Chemical Contamination Testing** ensures MAF sensors withstand harsh environmental conditions

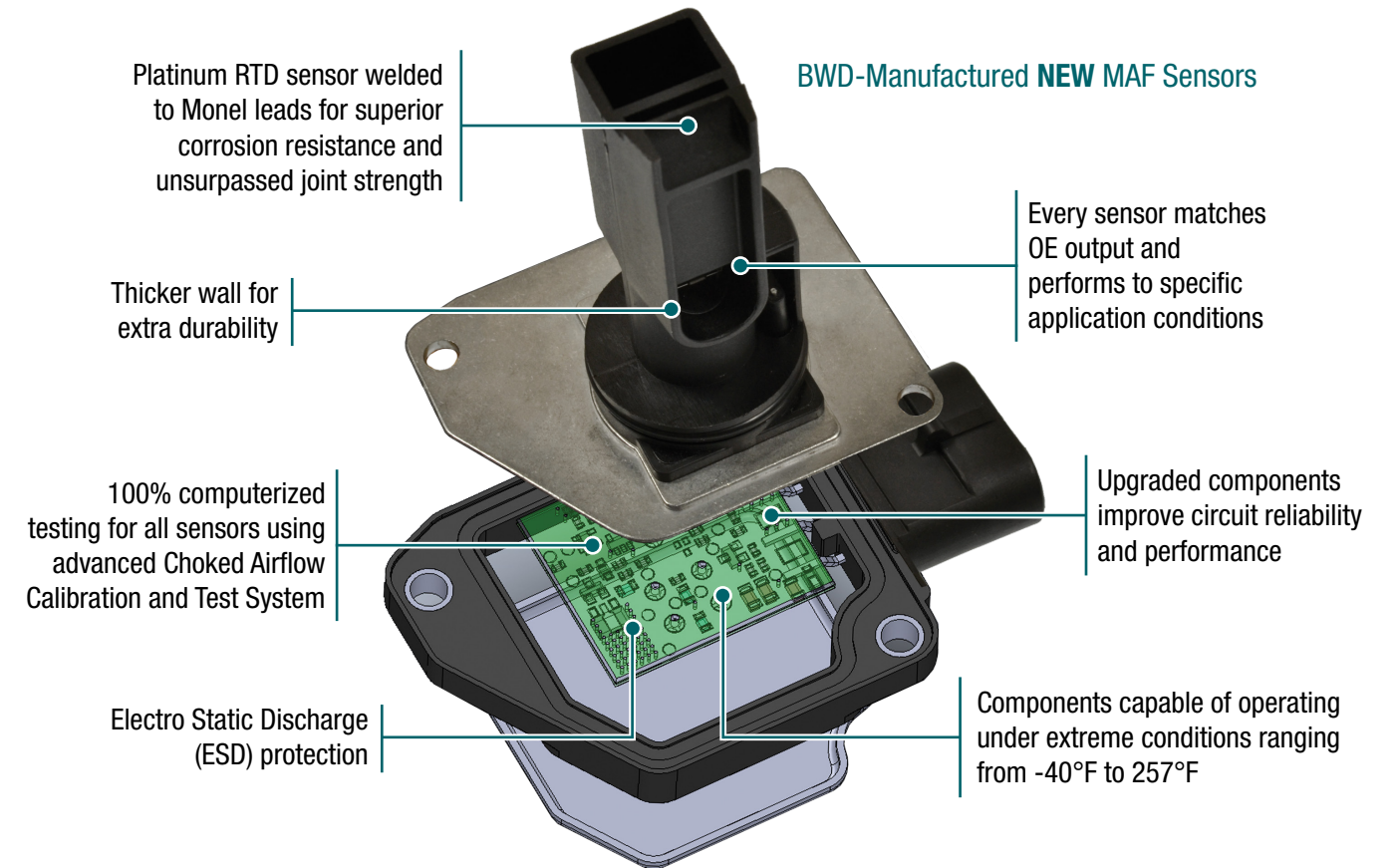


**On-Vehicle Road and Vibration Testing** ensures performance and durability in real-world conditions

## Manufacturing 100% NEW MAF Sensors

Every BWD® MAF Sensor is 100% **NEW**, not remanufactured, and all BWD-manufactured MAF Sensors are engineered and built in our vertically integrated TS16949-certified facility.

BWD-manufactured sensors are designed with improvements such as thicker walls, upgraded components, and a custom-designed platinum RTD sensor. The result is a line of 100% **NEW** MAF Sensors that provides highly accurate readings and precise airflow output under all operating conditions.



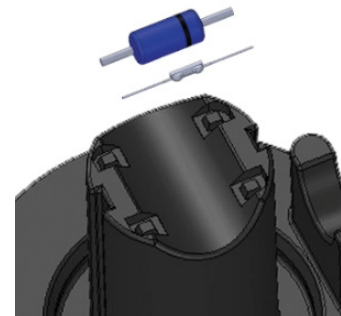
## Industry-Leading Coverage

The BWD® line of 100% **NEW** MAF Sensors offers the broadest coverage in the aftermarket. With more than 160 part numbers, our MAF Sensor line provides comprehensive coverage for all domestic and import MAF-equipped vehicles.



# The Importance of the RTD Sensor

In addition to testing and calibration, another important factor for MAF sensor performance is the use of high-quality RTD sensors. All BWD-manufactured MAF sensors feature custom-designed, platinum flow RTD sensors that precisely match OE outputs, and temperature RTD sensors that match OE specifications more closely than the diodes used by some competitors. Plus, the pull strength of our RTD lead joints not only matches the OE, but exceeds the aftermarket competition. Our RTD components also don't break under extreme vibration.



CAD image of our custom-designed platinum RTD sensors

**BWD®**  
Custom-designed platinum RTD sensors outperforms the aftermarket competition in vehicle road, air flow, and high-temp degradation testing, which results in proper drivability.



**Competitor**  
Low-quality RTD sensors failed our vehicle road, air flow, and high-temp degradation tests, resulting in noticeable drivability issues.

## From our engineering team to your shelf...

BWD® and Intermotor® deliver the finest-quality **NEW** Mass Air Flow Sensors in the industry.

It's only fitting then that both BWD® domestic and Intermotor® import **NEW** Mass Air Flow Sensors are packed in premium, high-impact graphic packaging.

Always **100% NEW**, never remanufactured.

