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**FOR IMMEDIATE RELEASE**

## **New Automotive Cabin Air Filters Give People with Asthma and Allergies a Barrier From Pollen and Air Pollution**

### ***Mercedes-Benz USA Offers the First Certified asthma & allergy friendly® Automotive Cabin Air Filter***

WASHINGTON, DC. (February 28, 2018) – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) announced that Mercedes-Benz USA cabin air filters have earned **asthma & allergy friendly®** Certification. This is the first automotive cabin air filter to receive the program’s mark.

The **asthma & allergy friendly®** Certification Program, an independent program administered in the United States by AAFA with their partner ASL, helps consumers identify products more suitable for people with asthma and allergies.

People spend a lot of time in enclosed vehicles. This can contribute to a person’s daily exposure to air pollution and pollen. Exposure to traffic-related air pollution is associated with adverse health outcomes, including asthma flare-ups. A Certified automotive cabin air filter gives people with asthma and allergies the ability to ensure optimal air quality in their vehicle.

The **asthma & allergy friendly®** Certification Mark is awarded only to products that are scientifically proven to reduce exposure to asthma and allergy triggers. Certified cabin air filters must meet the program’s strict standards.

To earn the mark, automotive cabin air filters are evaluated for:

- Fiber shedding potential
- Allergen capture and filter efficiency

“Air pollution and pollen can have serious adverse effects on those with asthma and allergies,” said AAFA’s CEO Kenny Mendez. “Improving the cabin air quality of our vehicles is just as important as improving the indoor air quality of our homes and workplaces.”

“Mercedes-Benz USA cabin air filters have gone through our extensive scientific testing and we confirmed that they meet the program’s standards to be certified asthma and allergy friendly,” said Dr. John McKeon, CEO of ASL. “We are grateful for the automaker’s commitment to improve air quality for vehicle passengers.”



### **About the asthma & allergy friendly® Certification Program**

The asthma & allergy friendly® Certification Program is a unique, groundbreaking collaboration between the [Asthma and Allergy Foundation of America](#) and [Allergy Standards Limited](#). The program tests and certifies products to prove their suitability for people with asthma and allergies. The program works with retailers and manufacturers to offer consumers products for a #healthierhome. Certified products include air cleaners, dehumidifiers, paints, bedding, vacuum cleaners, washing machines, stuffed toys, cleaning services and more. Visit [aafa.org/certified](http://aafa.org/certified) for more information.

### **About Mercedes-Benz USA**

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 15 model lines ranging from the sporty CLA-Class four-door coupe to the flagship S-Class and the Mercedes-AMG GT R.

MBUSA is also responsible for Mercedes-Benz Vans and smart products in the U.S. More information on MBUSA and its products can be found at [www.mbusa.com](http://www.mbusa.com), [www.mbsprinterusa.com](http://www.mbsprinterusa.com) and [www.smartusa.com](http://www.smartusa.com).

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