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## **For Immediate Release**

Max Out the DuraMax

The 2013 GM HD-family of trucks now boast more power and torque than ever before thanks to some refinements to the Duramax 6.6L powerplant. After extensive research and development, AIRAID was able to unlock an impressive 29 additional horsepower and 55 lb-ft of torque for the 2013 trucks with a new MXP Cold Air Intake system. This bolt-on intake system delivers impressive power gains, lowers EGT's, and improves fuel efficiency all at the same time.

The new AIRAID MXP Cold Air Intake system starts with a one-piece roto-molded cold air-box that features massive air inlets, and a new modular intake tube that is designed for unrestricted air flow to the engine. Inside the box is an enormous 1700-CFM washable and reusable Premium Air Filter that is available with either traditional oiled filter media or our SynthaMax® DRY filtration technology. All AIRAID filters are hand-poured using a special urethane blend that prevents cracking and shrinkage in the most extreme conditions.

The key difference with this kit is the location of the Mass Air Flow (MAF) sensors on the intake tube. By eliminating restrictions in the factory intake tube and optimizing the location of each sensor, AIRAID is able to deliver impressive power increases while maintaining proper air / fuel ratios (and lower EGT's) without the need for aftermarket tuning! The new MAF sensor locations require the addition of a pigtail to extend the factory MAF sensor wiring. Featuring GM weatherpack connectors and OE quality construction, this supplied pigtail simply snaps into place and looks just like a factory piece.

Like the rest of the AIRAID product line, the new Duramax MXP intake system comes with all necessary hardware, easy-to-follow instructions, and installs with simple hand tools. The AIRAID system is also backed by AIRAID's Exclusive "No-Hassle" Warranty. For more information, visit [www.AIRAID.com](http://www.AIRAID.com) or call (800) 498-6951.