



# PROTECT YOUR INVESTMENT BY ONLY USING GENUINE SUZUKI OIL FILTERS TO ENSURE THEY MEET ALL REQUIREMENTS

**Applicable Models:** All Four-Stroke Outboards

This bulletin is to inform you of the importance of using Suzuki engineered oil filters for protection and long engine life.

**Suzuki Oil Filters are designed specifically to match the oil pressure and volume of Suzuki Outboard Engines.**

The convenience of online shopping has expanded exponentially and many of us make online purchases on a regular basis. Oil, Spark Plugs, Oil Filters, and Anodes are all critical to the long-term health and operation of your engine. When it comes to critical items needed to maintain your Suzuki Outboard Engine, are you sure about the quality of the parts you're purchasing? After seeing some expensive failures, we dismantled samples of non-Suzuki filters to find out what is inside them.

**Buying Oil Filters from Suzuki assures that the filters meet the standards for oil related warranty claims.**

Suzuki always encourages and recommends the use of Genuine Suzuki Marine Parts and Accessories, but we also understand that there are aftermarket options out there claiming that they are equivalent to the genuine parts. Sometimes that is true and sometimes it isn't. If you cannot purchase genuine Suzuki Parts, it is important to understand the filter company and their warranty of the aftermarket parts you are buying. The reason for this is to protect your investment in your outboard engine. We have encountered many instances of catastrophic engine failure caused by substandard non-genuine oil filters. We have analyzed and compared many different aftermarket oil filters and in almost every case they come up lacking compared to Genuine Suzuki Parts.

As an example, we all know how important quality oil and a quality oil filter is to the longevity of your engine, and that the failure of \$12.00 to \$18.00 part can lead to thousands of dollars' worth of damage to an outboard engine. If a Genuine Suzuki Oil Filter were to fail for some reason, that complete repair would likely be covered by Suzuki's Limited Warranty which covers manufacturing related defects. If an aftermarket oil filter were to fail and cause catastrophic damage to your engine, that would not be covered by Suzuki and you would need to claim that damage back to the oil filter manufacturer, if they offer warranty coverage.



This image shows some internal parts of some genuine Suzuki oil filters. There is more to properly designing an oil filter than the micron rating of the filter media. Aftermarket filters are not made with the extensive engineering and testing of the genuine parts sold by Suzuki authorized dealers. Welds and crimps must be able to handle high pressure for the long periods of time that outboards are experiencing.

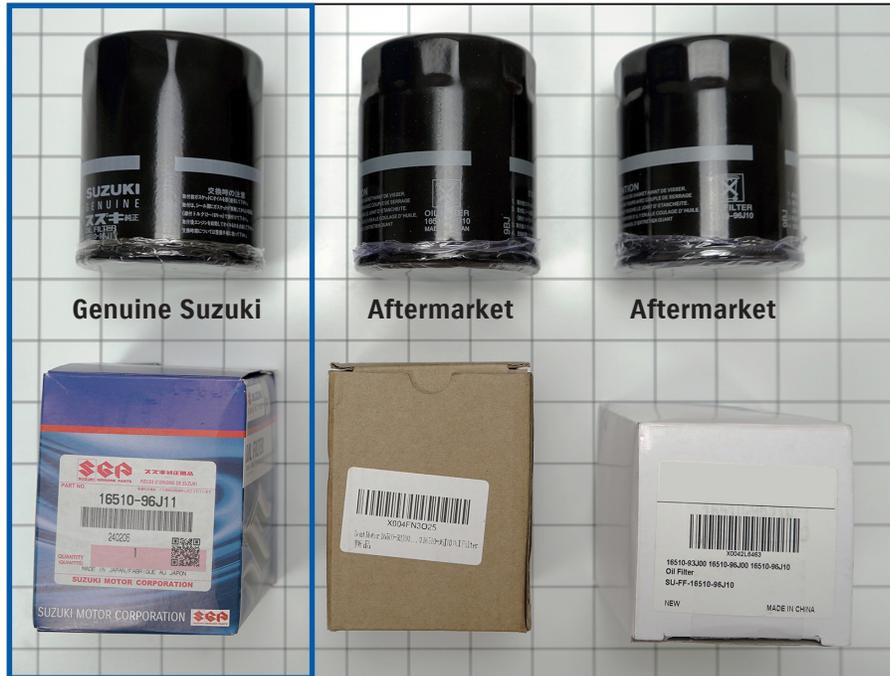
**16510-96J11 filter comparison**



**Genuine Suzuki**

**Aftermarket filter**

Users need to be on the lookout for near counterfeit or look-a-like products out there. They may look like Genuine Suzuki Parts, but they are low quality copies. Some aftermarket filters have even split open under pressure. We have analyzed and compared many different aftermarket oil filters bought from online stores and in almost every case they are lacking in one respect or another. It is vitally important that Genuine Suzuki supplied oil filters are installed on Suzuki engines to prevent oiling system related damage.



**16510-96J11 filter and aftermarket**



Suzuki Marine offers a full range of parts and accessories to help you properly maintain your engine, all available from your local Suzuki Marine Dealer or Authorized Suzuki Dealer with an online marketplace. The reason for this is to protect your investment in your outboard engine. In most cases the aftermarket parts are the same price as Genuine Suzuki Parts and even if they are a few dollars cheaper, is it worth risking the operational health of your outboard to save a few dollars?

One of the first things you notice when comparing the filters is the size and area of the filter media itself. In the cases we reviewed, the filter size and area were significantly smaller than the Genuine Suzuki filter it was intended to replace. We have also seen filter media end caps separate from the filter media resulting in complete loss of actual filtration.



16510-87J02 filter and aftermarket



Genuine Suzuki

Aftermarket

**CAUTION**

Online sellers may tell you that their aftermarket filters are equivalents, but most are not. Differences due to "universal fit" design include:

- Different filter micron ratings
- Missing anti-drain back valves
- Mismatched pressure springs
- Significantly smaller filter area
- Failures due to poor welding
- Burst filter housing crimps
- Potential lack of warranty protection for your engine



Genuine Suzuki

Aftermarket

Aftermarket

16510-61A33 filter and aftermarket "look-alikes"



Genuine Suzuki

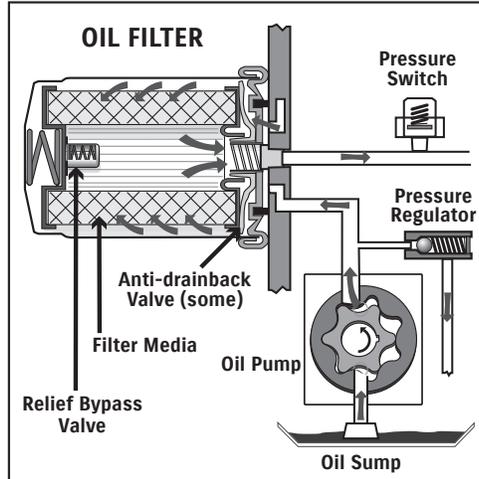
Aftermarket

Aftermarket

Besides the difference in the quality of the filtration paper inside the filter, a properly designed filter matches the oil pressure of each motor they are manufactured for. Suzuki has been seeing examples of oil filters that have such weak pressure by-pass springs that the filter is not filtering oil when new out of the box. Other examples encountered of non-genuine oil filters have had oil bypass valves fail or break, sending metal throughout the engine that causes damage. These filters are being advertised and sold as compatible with Suzuki engines but experience has proven they cannot be relied on to ensure long engine life.



This aftermarket filter element completely separated from the end cap, therefore providing no protection for the engine. This can result in a catastrophic failure of the engine bearings and loss of use.



The bypass valve spot-welds failed on this aftermarket filter.



Some of the filters that are causing oil-related failures look like Genuine Suzuki filters, however, there are many revealing clues visible on the filter and packaging. Genuine filters are in a box printed in color with SUZUKI MOTOR CORPORATION identification. Many aftermarket filters are labeled with older interchanged part numbers and invalid date codes. Some aftermarket parts may say "Made in Japan" or have the word "Genuine" printed on the body to appear as if they are Genuine Suzuki Parts, but are shipped in plain boxes with adhesive labels slapped on them. Changing the labels does not change the construction of that filter. They may screw onto many brands of engines having a universally threaded fit, but are not properly engineered for Suzuki Marine engines. Is it worth taking chances when you don't know what you're getting?

**This worry is easily avoided by choosing Genuine Suzuki Marine Parts and Accessories purchased from authorized Suzuki Marine Dealers and Retailers. Genuine Suzuki filters are designed to match the engine for your maximum protection.**