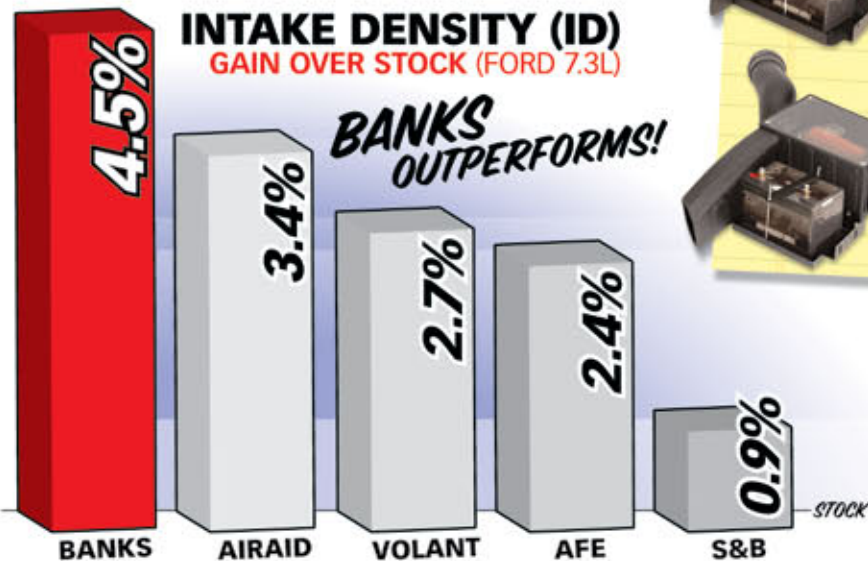


# LET'S SEE SOME

**What did you gain with your intake?** It's all about maximum airflow coupled with cold air making greater intake density (I.D.). For years, Banks has crushed the competition with our Banks Ram-Air intake systems. Now we're taking that experience and applying it to the 7.3L Power Stroke.

**Fake I.D.** The competitors like to talk about flow but they get a little uncomfortable when you ask them about density. Intake Density is cool high pressure air with rich oxygen content, and that spells power. Good flow means nothing if you're just pumping your engine full of hot air. Some of our competitors' intake systems result in hotter air inlet temperatures than stock!



### PERFORMANCE REPORT

'99-03 Ford 7.3L Power Stroke

- AIRAID +3.4% I.D. PERFORMANCE GRADE = B**  
Good flow is more than offset by hot air due to open design.
- VOLANT +2.7% I.D. PERFORMANCE GRADE = C**  
Good temp (2nd best), but down on flow (4th best) makes improvement average.
- AFE +2.4% I.D. PERFORMANCE GRADE = C-**  
Virtually identical to Airaid but lower flow and temperature hotter than stock = below average.
- S&B +0.9% I.D. PERFORMANCE GRADE = D-**  
Lowest flow and highest temperature (way above stock). Big hole in bottom sucks in hot air from the exhaust manifold area.

**On-Road density testing** was performed on a 2002 F-250 truck with a 7.3L Power Stroke diesel. Pulling 18,000 lbs. combined GVW, 6.15% grade, at wide open throttle and full operating temperature, it couldn't be any more real world than this.

# I.D.

**NEW** NOW AVAILABLE FOR '99-03 FORD 7.3L POWER STROKE



**BANKS +4.5% I.D. PERFORMANCE GRADE = A+**  
Outperforms all competitors in increased density. Maximum gains in power and efficiency. Corrosion-free battery tray. And it looks good too.

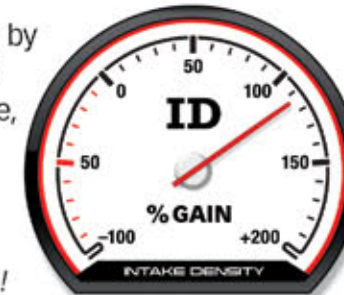


GAIN UP TO:  
**+16hp**  
**+32lb-ft**

**ONLY BANKS** USES A RUGGED PLASTIC BATTERY TRAY THAT WON'T RUST OR CORRODE (unlike our competitors)

Banks' Ram-Air outperforms everybody by delivering the greatest intake density. If you're serious about diesel performance, it all starts with a Banks Ram-Air.

**Boost Gauge won't show I.D.**  
The boost gauge is "Stone Age". *New, patented Banks I.D. gauge coming soon!*



## IT'S YOUR DENSITY

A lot of aftermarket companies talk about improving intake air flow. Make no mistake, good air flow does matter. But when it comes to really enhancing your diesel engine's performance and power, flow isn't the whole story. You've got to have high intake density (I.D.) because without it, you're leaving untold power, performance, and efficiency on the table. And that means **cold** high-flow air.

**It starts up front.** In a diesel, the turbo improves I.D. by compressing the air. The intercooler improves I.D. by cooling the air. The stock intake air system decreases density due to poor flow and increased temperature. We want to minimize that loss. A true cold air intake system provides cold air. It makes the air heavier, far richer in oxygen content, providing exactly what your engine needs. Our competitors boast about flow but they don't talk temperature. In other words, they've got big hats but no cattle.

**Best of both.** The Banks Ram-Air is superior because it couples maximum flow with minimum temperature. Its huge filter, smooth passageways, and high-flow outlet means airflow is cool, dense and unobstructed. And like every Banks system, it's built to last.

If you want power, your engine needs I.D. Make it happen with Banks Ram-Air.



## Banks Ram-Air® Intake System

Draws in cooler, denser air. Outflows stock by up to 64% increasing power and fuel economy. See how we destroy the competition at [bankspower.com/density](http://bankspower.com/density)

- '01-10 Chevy Duramax LB7, LLY, LBZ, LMM
- '03-10 Dodge Cummins 5.9, 6.7L
- '99-10 Ford Power Stroke 7.3, 6.0, 6.4L
- '99-09 Chevy/GMC 4.3, 4.8, 5.3L, 6.0L HD
- '04-08 Ford F-150/Lincoln V-6 & V-8
- '04-09 Nissan Titan 5.6L
- '91-09 Jeep Wrangler 2.5, 3.8 & 4.0L



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**COMPARE:** Banks always leads in performance, and price is right in the mix.



### CHECK IT OUT

Gale tells American Muscle Car how to get more cool air into your engine for better performance!

[bankspowertv.com/RamAir-part1](http://bankspowertv.com/RamAir-part1)  
[bankspowertv.com/RamAir-part2](http://bankspowertv.com/RamAir-part2)

FOR MORE INFORMATION, GO TO:  
[bankspower.com/73LRamAir](http://bankspower.com/73LRamAir)