

# PHILIPS

Car air purifier  
GP9311

GoPure Power

Breathe clean air in 2 mins\*

Real-time pollutants detector

Automatic control

GP931X1



## Ultimate protection for clean and healthy air

### Advanced 4-way sensing detects more pollutants

Protect your family with the advanced GoPure Power car air purifier. Unique 4-way sensing detects more pollutants. Best-in-class filtration removes toxic gases and fine particles (down to PM1), automatically cleaning the air in 2 minutes\*.

#### **Operates automatically**

- Automatically cleans the air, so you can focus on driving
- Easily check the air quality and control your device
- Filter replacement reminder and easy one-click purchase

#### **Advanced 4-way sensing detects more pollutants**

- Laser sensor precisely detects harmful particles
- Advanced 4-way air sensing results in cleaner air
- Smart sensor detects small changes in gases and smells

#### **Powerful double-speed air purification**

- Quickly remove toxic gases like formaldehyde from your car
- Filters the finest harmful particles, including PM1
- Advanced HESA technology effectively removes chemicals
- Dual fan and filter design cleans the air in just 2 minutes\*

# Highlights

## Cleans your air in 2 minutes\*



The GoPure Power protects your family by quickly cleaning the air they breathe. Fitted with two powerful yet quiet fans, it creates a rapid flow of air through its filters. As the air flows through the two SelectFilter Plus filters, the device quickly removes up to 125 harmful pollutants from your car. This best-in-class air filtration system cleans the air in your car in 2 minutes\*.

## Filters harmful fine particles



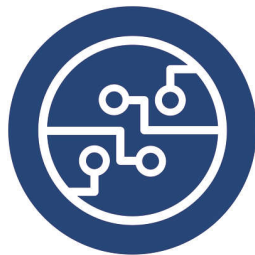
Fine inhalable particles (PM2.5 or smaller) can get deep into the lungs and even the bloodstream, so they pose the most serious health risk. The GoPure Power uses advanced SelectFilter Plus filtration technology to quickly remove PM2.5 and the finest PM1 particles from the air you breathe. With a Clean Air Delivery Rate (CADR) of 60m3/hour for PM2.5, it will purify 50% of a standard sedan or SUV in 2 minutes. This powerful filtration also removes cigarette smoke, dust and PM1 ultra-fine particles down to 0.01µm. So you'll only breathe fresh and clean air.

## Eliminates toxic gases quickly



Philips unique 3-stage SelectFilter Plus technology includes a HESA layer that decontaminates your car of dangerous gaseous chemicals. Through a powerful absorption and oxidation process, it removes harmful gasses at a Clean Air Delivery Rate (CADR) of 25 m3 per hour for formaldehyde, and 30m3 per hour for toluene. And it removes toxic gases coming from outside, like ozone and exhaust gases (up to 50m3 per hour CADR). In just a few minutes it cleans the air of exhaust fumes, chemicals emitted by plastic materials and other odor emitting substances e.g. volatile organic compounds (VOCs).

## Advanced HESA technology



The HESA filter technology is designed to specifically target harmful gases and odors within your car. When air passes through the filter, the unique activated carbon treatment neutralizes even small molecule chemicals at a very high efficiency. Tested against industry standards, this advanced HESA filter is proven to be superior at removing formaldehyde, toluene, and TVOCs (and that unpleasant smell of a new car). So you and your family breathe healthier air when you drive.

## Smart 4-way real-time sensing



Inferior car air purifiers are unable to detect all types of harmful pollutants. That means when they indicate the air is clean, it only means clean of the harmful particles that device is able to detect. The GoPure Power uses advanced 4-way sensing to detect PM1, PM2.5, PM10 and gaseous pollutants. This more comprehensive detection system then triggers an automatic cleaning of the air. So when its air quality indicator claims the air is clean, you can trust it was a truly thorough clean.

## Precise laser particle sensor



Most air purifiers use an infrared sensor to detect particles. But this technology can't determine different particle sizes, it's less accurate and detection can take 30 seconds longer. So you could be breathing harmful pollutants before your air purifier realizes. The GoPure Power uses a highly accurate laser sensor to detect fine particles (including PM1, PM2.5 and PM10), as well as coarse particles like road dust, smoke, smog, airborne allergens and bacteria. More sensitive to air quality changes, it quickly detects harmful air, giving you real-time feedback on air quality.

# Highlights

## Smart sensor for harmful gases



Able to detect even small changes in harmful chemicals and unpleasant odors in your car, the GoPure Power gives real-time feedback on air quality (indicated by three levels: blue, yellow and red). Its HESA filter removes harmful substances, such as formaldehyde, benzene, and toluene. And it can also detect odors, like ammonia, cigarette smoke and some common food smells.

## Automatically cleans the air



You don't want to operate an air purifier. You just want to breathe clean air while you drive. That's why the GoPure Power is fully automatic.

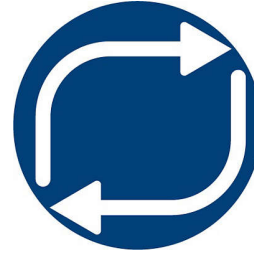
Turning on and off with the ignition, it checks the air quality and automatically cleans it of harmful pollutants. Measuring both particle and gas density, it also adjusts the filtration speed. So if you drive in an area of heavy pollution or during allergy season, the device will switch to boost mode and clean the air you breathe even faster than normal.

## Handy air quality display



As well as operating automatically, it's easy to control the GoPure Power while you're driving. An innovative device that plugs into the cigarette lighter socket allows you to turn the device on and off with a touch. Or simply use your voice by speaking to Siri (iOS devices only). The cigarette lighter device also displays the air quality, so you can see at a glance the quality of the air you're breathing.

## Hassle-free filter management



Not only does the GoPure Power display the status of the filter, so you know when it's time to change it (which only takes a few seconds). You can also purchase replacement filters with just one click via the AirMatters smartphone app. Keeping the air you breathe fresh and clean has never been easier.

# Specifications

## Marketing specifications

**Expected benefits:** Healthy air in your car

**Product highlight:** Enjoy clean air in 2 mins\*

## Product description

**Air gas sensor**

**Air particle sensor:** Yes, Laser sensor

**Air quality indicator (AQI):** Numerical

**App enabled**

**Automatic On/Off**

**Certification:** KCC

**Color:** Black

**Designation:** GP 9311

**Filter Lifetime:** 350hr hour(s)

**Filter replacement indicator**

**Noise level (dbA)(Auto):** 40 dBA - 55dBA

**Power:** <12 W

**Speed settings:** 3, Silent, Auto & Boost

**Technology:** Car air purifier

**Voltage [V]:** 12V DC

## Performance

**Filtration Toluene:** CADR of 30 m3/hour

**Filtration Formaldehyde:** CADR of 25 m3/hour

**Filtration TVOC:** CADR of 18 m3/hour

**Filtration Car exhaust SO<sub>2</sub>/NO<sub>2</sub>:** CADR of 18 and 30 m3/hour

**Filtration Fine Particles:** CADR of 60 m3/hour

## Logistic data

**Quantity in box:** 1

**Reference (Order entry):** GP931X1

**EAN1 (KR):** 8719018004550

**Ordering code(Korea) GOC:** 455028

## Replacement

**Filter type:** GSF160x135x1

**Filter name:** SelectFilter Plus 160

**Filter dimension:** 2pcs of 160x135x20mm

## Accessories in the box

**Mounting accessories:** Belt

**power cable length:** 4 m

## Weight and dimensions

**Product dimensions (LxWxH)(mm):** 354.2 x 186.4 x 79.08mm

**Product weight (g):** 385 x 255 x 85

**Box dimensions (LxWxH)(mm):** 385 x 255 x 85

**Box weight (incl. product) (g):** 1955

