



NEWS RELEASE  
For Immediate Release

For more information, contact:  
Lynn Konsbruck  
Maximum Marketing Services  
312-768-7362  
[lkonsbruck@maxmarketing.com](mailto:lkonsbruck@maxmarketing.com)

## View the Restoration of the Raybestos '53 Chevy Pickup

Videos, Pictures, Information Available at [www.RaybestosBuild.com](http://www.RaybestosBuild.com)

**MCHEMRY, III., March 7, 2018** – The Raybestos® 1953 Chevrolet® pickup build project is almost complete and Raybestos customers can keep track of the progress at [www.raybestosbuild.com](http://www.raybestosbuild.com). The website is dedicated to the project and features videos, pictures and information showcasing the start of the build and every step along the road to completion.

“Jeff Schwartz and his world-class team at Schwartz Performance have done a phenomenal job on the Raybestos '53 Chevy pickup and we are excited to share the step-by-step process of how they restored and upgraded this classic vehicle,” said Kristin Grons, marketing manager, Brake Parts Inc. “At RaybestosBuild.com, visitors will get a real inside look at this exciting build project and can hear from Jeff himself why and how each step was taken to create this masterpiece.”

In addition to videos hosted by Schwartz, the dedicated [website](#) features before photos, stages of the build and a news section that includes frequent updates. The site showcases the industry-leading companies that have partnered with Raybestos and Schwartz Performance to supply top quality parts and equipment for the build.

As part of the restoration project, Schwartz Performance will install its famous bolt-in “G-Machine” chassis system as well as an off- the-shelf performance disc brake upgrade package, using Raybestos components and Raybestos Truck & Medium Duty specialty disc brake pads.

“Upon completion, the Raybestos '53 Chevy pickup will travel coast to coast so auto enthusiasts will be able see this iconic vehicle firsthand,” continued Grons. “The 'On the Road' section of the RaybestosBuild.com website will soon feature dates and locations, so check back often.”

### About Raybestos Brakes

Raybestos® has been known as the best in brakes for over 100 years. With a demonstrated commitment to research, development and testing, Raybestos is widely recognized for quality brake components, including friction, rotors, drums, calipers and hydraulic products. The brand was the first to introduce Enhanced Hybrid Technology (EHT®) with its Element3® brake pads, delivering the best attributes of ceramic and semi-metallic for optimal performance, improved pad wear and durability, and increased stopping power during aggressive braking. Raybestos is the flagship brand of Brake Parts Inc, a global supplier to major auto parts organizations. To learn more, visit [www.raybestos.com](http://www.raybestos.com).

###