



NEWS RELEASE
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Raybestos Updates Website to Showcase New Product Families

MCHENRY, III. – Jan. 22, 2019 – Raybestos® has updated its www.raybestos.com website to reflect the “Big Brake Thru” product line realignment recently introduced at the Automotive Aftermarket Products Expo (AAPEX), according to Kristin Grons, marketing manager for Brake Parts Inc (BPI).

The updated website now features a “Product Families” tab that takes visitors to an overview of the new Element3™, R-Line and Specialty product families. Separate pages for each line deliver more detailed product information, including features and benefits, and show photos that illustrate the distinct packaging designed to help customers manage inventory and quickly select the right brake parts for each job.

The online product catalog has also been updated to reflect the new family groupings, including pad and rotor kits for top applications, allowing users to easily identify the best parts for their brake jobs. The catalog contains improved product attributes such as English and metric measurements for all dimensions and added resources for each product. Robust filtering options save time and help users find exactly what they need.

“We had our customers in mind when we decided to realign our product offering into three distinct lines with easy-to-understand family packaging, all with no part number changes,” said Grons. “The enhanced Raybestos website lets them access information quickly and presents the three distinct Raybestos product families in a clean, streamlined format that is easy to navigate.”

To learn more about the Raybestos Element3, R-Line and Specialty product families, visit <https://www.brakepartsinc.com/raybestos/product-families.html> or contact your Raybestos representative.

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.

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