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New Raybestos eCatalog Wins Automotive Content Professionals Network Award

MCHEMRY, III. – May 11, 2017 – Raybestos® announces its new eCatalog has earned a silver award from the Automotive Content Professionals Network (ACPN) during its recent conference for catalog and content managers.

“We are truly honored to be recognized by ACPN for our efforts to provide a superior, comprehensive eCatalog to help our customers’ businesses excel,” said Paul Gurns, master data management and product support manager for Brake Parts Inc. “This recognition is a testament to the high standards that we adhere to and the great lengths that we go to in order to provide our customers with the best technology possible to meet their ongoing needs.”

Judges evaluated all web catalog entries based on the following criteria: design, navigation, catalog content, technology, interactivity and innovation.

Located on the brand website at www.raybestos.com, the Raybestos eCatalog contains key features such as competitor interchanges, enhanced sorting and filtering, buyer’s guides and search history. It also includes product specifications, attributes and images, and product comparisons with the ability to see up to four at a time. Future updates will include 360-degree images, access to technical service bulletins, training materials and more.

The Raybestos eCatalog was built using state-of-the-art technology for optimal performance. Whether working from a desktop, smartphone or tablet, customers can accurately and efficiently find the part and application data they need.

To learn more about Raybestos, contact a local Raybestos sales representative, call customer service at (800) 323-0354 or visit www.raybestos.com.

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, wheel bearings 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. To learn more, visit www.Raybestos.com.

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