



NEWS RELEASE
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Raybestos Receives Automotive Communications Award for “We Brake the Law” Print Ad

Recognized in Ad-Best Use of Copy Category

MCHENRY, III., Nov. 14, 2019 – Raybestos® was recently honored with a Women in Auto Care (WiAC) Automotive Communications Award (ACA) in the business to business, ad – best use of copy category for its “We Brake the Law” print ad.

Kristin Grons, marketing manager for Brake Parts Inc LLC, accepted the award at the WiAC press conference and reception held Tuesday, Nov. 5 during the Automotive Aftermarket Products Expo (AAPEX) in Las Vegas, Nevada.

“We are extremely honored that Raybestos was acknowledged by Women in Auto Care with an Automotive Communications Award for our ‘We Brake the Law’ print ad,” said Grons. “This award is a true testament to the creativity of our team and our ability to develop targeted and meaningful messages that resonate with our customers.”

The Raybestos “We Brake the Law” print ad was designed to promote its Specialty line of Police brake products, which are manufactured to meet the demanding needs of law enforcement professionals in both pursuit-rated and service vehicles. The ad copy highlights how Raybestos Police brake products protect those who protect us by providing superior stopping power and fade-resistant operation during high-speed activity. Law enforcement fleets can rely on Raybestos to “brake the law” and deliver outstanding performance in extreme situations.

The Automotive Communications Awards recognize companies and agencies that provide automotive information through outstanding advertising, marketing and public relations efforts. The communications awards cover several business to consumer and business to business categories.

Women in Auto Care is comprised of auto care professionals dedicated to providing opportunities, education and career leadership to women in the auto care industry through networking, mentoring, recruitment, recognition, industry advisors, and communication.

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 LLC, a global supplier to major auto parts organizations. To learn more, visit www.raybestos.com.

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