

Brake Parts Inc (BPI) Acquires Raybestos Brand

MCHENRY, III. – Dec. 18, 2014 – Brake Parts Inc (BPI) has completed the acquisition of the Raybestos® brand from Affinia Group Inc. and Affinia International Inc., it was announced today by David Overbeeke, president and CEO of Brake Parts Inc.

“This is a very significant day for us,” said Overbeeke. “This closes the final chapter of the BPI acquisition from Affinia. Having full ownership of the Raybestos brand ensures that its proud tradition will continue on, backed by the innovative product design and manufacturing excellence of Brake Parts Inc. It is important that we not only own the Raybestos brand with its strong heritage, but have firm control of its future as we expand the brand’s global footprint.”

Since becoming privately held, Brake Parts Inc has licensed the Raybestos brand. By purchasing the brand outright, the company, through its affiliate, now owns the brand rights across all categories globally, including its line of Raybestos premium quality brake products. Raybestos is a respected leading brand in North America and BPI is rapidly growing Raybestos brand sales worldwide.

“Owning the Raybestos brand provides great value for us and, most importantly, for our customers,” said Bruce M. Tartaglione, senior vice president global sales and marketing for Brake Parts Inc. “As the best brake brand for 112 years, the Raybestos brand has been trusted by automotive professionals everywhere. They know they can rely on Raybestos because of its long history of quality brake products and demonstrated commitment to innovation and new brake technologies.”