



NEWS RELEASE
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Raybestos Receives 2020 ACPN Content Excellence Award for Catalog Data

MCHEMRY, III. – May 19, 2020 – Raybestos® was presented with the 2020 Content Excellence Award for its catalog data during the recent Automotive Content Professionals Network (ACPN) Knowledge Exchange virtual conference for catalog and content managers.

“We are very proud to be recognized for our data accuracy and completeness, timely delivery, commitment to continuous improvement and willingness to do whatever it takes to get the data right,” said Paul Gurns, manager, master data management and product support, Brake Parts Inc. “Receiving the Content Excellence Award is a testament to our ability to think progressively and act fast to ensure that all of our customers have what they need to be successful in the marketplace.”

The Content Excellence Award was presented by WHI Solutions and eBay Motors to Raybestos based on its dedication to providing up-to-date comprehensive ACES data, along with all supporting product information, catalog enhancements and great responsiveness to coverage reports. Raybestos has proven to update its catalog regularly, and has shown year over year growth in size and coverage, reaching over 99 percent coverage in product information and images alike, and 84 percent and 96 percent coverage in OE and aftermarket interchanges, respectively.

For more information, contact your Raybestos representative 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 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 licensed 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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