



NEWS RELEASE
For Immediate Release

For more information, contact:
Lynn Konsbruck
Maximum Marketing Services
312-768-7362
lkonsbruck@maxmarketing.com

Raybestos Unveils “Big Brake-Thru”

MCHEMRY, III. – Nov. 15, 2018 – Raybestos® had their customers in mind when they decided to realign their product offerings into three distinct lines, Element3™, Raybestos R-Line and Specialty, according to Kristin Grons, marketing manager for Brake Parts Inc (BPI). The new product lines were showcased at the Raybestos booth during the recent Automotive Aftermarket Products Expo (AAPEX).

“Each line is packaged in distinctly identified boxes to help professional technicians manage their inventories and to help them quickly select the right brake parts for each job,” said Grons. “Customers get the same great products in easy-to-understand family packaging, with no part number changes. With the new product lines, it’s The Best in Brakes™ made easy.”

The three distinct product categories allow:

- Straight-forward inventory that is easier to manage
- Simple and clear product families that easily work together, providing great performance for the entire braking system with less comebacks
- Increased sales by selling the complete braking system
- Kits for top applications- easy to market, easy to sell

Raybestos Element3 Line – Premium Line Enhanced for Ultimate Performance

The Raybestos Element3 line starts with The Best in Brakes and adds enhanced product features to deliver exceptional performance. This innovative offering with upgraded product attributes for increased performance and a longer life provides a full selection of components for complete braking coverage, including automotive brake pads, coated rotors, new plated brake calipers, shoes and hydraulics.

Raybestos R-Line – Superior Stopping Power

The Raybestos R-Line is now packed in easy to match packaging so technicians can quickly select brake pads, reman plated brake calipers, professional grade rotors and hub bearing assemblies for a complete brake job. It is a reliable family of products focused on every day driving.

Specialty Friction and Rotors – Full Line Coverage for Critical Target Categories

Bringing together innovation and superior engineering, the Specialty line covers niche market needs, delivering outstanding stopping power in extreme-use situations. Raybestos specifically designed these disc pads and rotors with application-specific formulas and full-line coverage for critical target categories, including Police, School Bus, Truck & Medium Duty, Performance and European.

For more information on the Element3™, Raybestos R-Line and Specialty product lines, 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 flagship brand of Brake Parts Inc, a global supplier to major auto parts organizations. To learn more, visit

www.raybestos.com.

###