



**NEWS RELEASE**  
*For Immediate Release*

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## Raybestos '53 Chevy Pickup Rendering Revealed

**MCHENRY, III. – Oct. 2, 2017** – The wait is over. The rendering of the Raybestos® 1953 Chevrolet® pickup truck has been unveiled and is available for viewing at [www.raybestosbuild.com](http://www.raybestosbuild.com). Raybestos has partnered with the legendary Jeff Schwartz and his team at Schwartz Performance to restore this iconic vehicle to its original grandeur.

“We have received so many questions about our newest build project so we are thrilled to share a glimpse of how the Raybestos '53 Chevy pickup will look when it is complete,” said Kristin Grons, marketing manager, Brake Parts Inc. “This is the third time Raybestos and Schwartz Performance have teamed up to create a one-of-a-kind classic. Based on the quality parts and expert workmanship that went into the other vehicles, we know the Raybestos '53 Chevy pickup will be a true masterpiece.”

Painted in an elegant metallic red, the fully restored 1953 Chevy truck features an off-the-shelf performance disc brake upgrade package using Raybestos components and Raybestos Truck & Medium Duty specialty disc brake pads. In addition, Schwartz Performance has installed its famous bolt-in “G-Machine” chassis and industry-leading suppliers are providing top quality parts and equipment for the build.

To follow the progress of the Raybestos '53 Chevy pickup, including photos and videos of the restoration showcasing top quality performance components from respected build partners, follow Raybestos on its [Facebook](https://www.facebook.com/raybestos) and [Twitter](https://twitter.com/raybestos) social media platforms or visit [www.raybestosbuild.com](http://www.raybestosbuild.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. To learn more, visit [www.raybestos.com](http://www.raybestos.com).

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