



NEWS RELEASE
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Meet World-Renowned Car Builder Jeff Schwartz at AAPEX

Raybestos 1953 Chevrolet Pickup on Display at BPI Booth 3638

MCHEMRY, III. – Oct. 1, 2018 – Legendary car builder Jeff Schwartz will travel to Las Vegas with the custom-built Raybestos 1953 Chevrolet® pickup. Schwartz, president of Woodstock, Ill.-based Schwartz Performance, will be on hand with the decked-out classic truck at the Brake Parts Inc (BPI) booth during the Automotive Aftermarket Products Expo (AAPEX).

“Jeff Schwartz and his team at Schwartz Performance did an outstanding job restoring and upgrading the Raybestos ’53 Chevy pickup and we’re excited to have Jeff join us at AAPEX to show off this classic icon and answer any questions about the build process,” said Kristin Grons, marketing manager for Brake Parts Inc (BPI). “Jeff has such a wide range of expertise, and because of the relationship we’ve developed over the years, the pickup turned out exactly the way that we had planned. Stop by the BPI booth at AAPEX to see it for yourself.”

Schwartz will be at the BPI booth #3638 at the Sands Expo and Convention Center on Tuesday, Oct. 30 and Wednesday, Oct. 31 from 3:00-5:00 p.m. and Thursday, Nov. 1 from 1:00-3:00 p.m. The Raybestos ’53 Chevrolet pickup will be on display at the BPI booth during the entire AAPEX show where it will be awarded to one lucky auto care industry repair or parts professional.

Painted in metallic red, the fully restored and updated 1953 Chevrolet pickup features an off-the-shelf performance disc brake upgrade package using Raybestos components and Raybestos Truck & Medium Duty specialty disc brake pads. Schwartz Performance installed its famous bolt-in G-Machine Chassis.

Over 20 industry-leading premier suppliers partnered with Raybestos and Schwartz Performance to help restore and modify the pickup while maintaining its historical integrity, including: American Autowire, American Powertrain, BeCool, BF Goodrich, Crunch, Dakota Digital, Dirty Dingo, Dynacorn International, Flaming River, Forgeline, Hushmat, Maval, Mechanix Wear, Moser, Remy, Optima Batteries, PPG, Ridetech, Rock Valley Auto Parts, SeatbeltPlanet.com, TechAFX, TMI Products and Vintage Air.

To see photos and video of the build progress from start to finish, visit 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. Raybestos is the 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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