

THE BRAKING NEWS



What Brake Pad Should I Put On My Ford F-150?

Quality brake manufacturers, such as Raybestos, provide multiple options for different applications. This is a strategic approach that allows many different driver types to be happy and get the performance that they need from their vehicle. With this in mind, it is important to always establish how the driver uses their specific vehicle. This will allow the seller to recommend the correct product and maximize the customer satisfaction. A few key questions to always ask are:

- What type of vehicle is this going on?
- What will the vehicle be used for?
- What is the driver's driving style?
- What features and benefits are most important?

The answers to these different questions are key in recommending the right brake pad. The Ford F-150 is a great example of a vehicle that could have different Raybestos brake pads recommended based on the driver's needs. How would you handle the below scenarios?

Scenario 1:

2018 Ford F-150

Details: Bob is a corporate worker who likes the feel of a nice truck. He uses the vehicle to drive back and forth to work everyday. His commute is 20 minutes each way and is mostly highway driving. He rarely puts items of any weight in the bed of his truck. The most important features to him are that the wheels look very clean, the pedal feels good and the brake noise is minimal.

Recommendation: EHT2087H The Raybestos Element3 brake pads will provide Bob the positive pedal feel, clean wheels and minimal noise that he is looking for. Since Bob only uses his truck for standard everyday driving, the EHT brake pad formulation will be a perfect fit.

Raybestos
The best in brakes®



Scenario 2:

2018 Ford F-150

Details: Bill is a plumber who uses his vehicle everyday for work. Bill's truck is constantly packed to the max with everything from tools to heavy equipment and materials. The most important features are that his truck can handle the extra demands that his job requires, and that he gets a tremendous wear rate to save on costs.

Recommendation: SP2087TRH The Raybestos Specialty Truck pads will provide Bill the superior stopping power, safety and improved wear rate that he requires. These pads are designed to handle the increased demands that Bill puts his truck through. They also contain MRS backing plates for improved shear strength and increased pad life.

Scenario 3:

2018 Ford F-150

Details: Jake and Jen are big on the outdoors and love to camp and boat on the weekends. They are always towing either their boat or camper. Their travels take them into various terrains such as roads with very steep hills. Their family needs a brake pad that can handle the increased high-temperature situations that their towing and various travels require.

Recommendation: SP2087TRH Once again, the Raybestos Specialty Truck pads will be able to handle the increased high-temperature situations that this environment requires. This formula was designed to exceed expectations when the driver needs to push their brakes to the limit.

Scenario 4:

1996 Ford F-150

Details: Sally and Ron have a son who is a junior in college. They need new brakes on their old truck that they passed on to him. It is important that this truck can make it through the rest of his college so he can buy a new vehicle once he gets a full time job after graduating. He does not use the vehicle very frequently and needs an affordable and safe brake pad that will allow him to safely drive home on the weekends.

Recommendation: MGD632MH The Raybestos R-Line brake pads offer the safety and reliability that you can expect from the Best in Brakes.

Conclusion: As you can see from this example, depending on how the driver is using their Ford F-150 it can lead to a different recommendation of which Raybestos brake pad they need to use. Raybestos offers a variety of options for most applications, and gives our customers the flexibility to give the driver exactly what they are looking for based on their specific and unique needs. Stop at Raybestos for the Best in Brakes!

