



NEWS RELEASE
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Raybestos Expands Line of Element3 Coated Rotors

MCHEMRY, III., April 30, 2019 – Raybestos® has increased coverage of its ultra-premium [Element3™ Coated Rotors](#) with the recent addition of 46 new part numbers, according to Kristin Grons, marketing manager, Brake Parts Inc LLC (BPI).

“The timing of our new Element3 Coated Rotor part number introductions couldn’t be better,” said Grons. “Harsh winter weather conditions and corrosive road treatments can really wreak havoc on non-coated rotors. With spring upon us, now is the perfect time to switch customers’ rotors over to Raybestos Element3 Coated Rotors with RPT Rust Prevention Technology to protect against elements such as snow, salt and rain.”

In certain climates if a rotor is uncoated, corrosion and rust can begin to form immediately. Over time, corrosion and moisture creep under the friction material layer and cause the material to pop off the surface of the rotor. This condition is commonly referred to as rust jacking and leaves uneven rotor surface, which can result in an excessive lateral runout and pedal pulsation. Open-wheel designs on modern vehicles leave brake parts, particularly rotors, more visibly rusty and unattractive.

Raybestos Element3 Coated Rotors with RPT Rust Prevention Technology™ use a proprietary finishing technology to coat each rotor’s entire surface, including the cooling vanes. The full Grey Fusion 4.0™ coating helps resist corrosion and significantly delays rust-induced performance issues. It also provides a clean finished appearance, keeping the wheels looking new.

Element3 Coated Rotors are built to endure the harshest of weather conditions, deliver long-lasting protection from rust, and provide best-in-class performance, ultra-smooth braking and maximized friction life. They are ideal for drivers in rust-prone areas where aggressive snow and ice-melt chemicals accelerate the corrosion of rotors, as well as coastal regions with salt in the air and high humidity.

About Raybestos

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 LLC, a global supplier to major auto parts organizations. To learn more, visit www.raybestos.com.

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