



NEWS RELEASE
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Raybestos to Unveil the “Big Brake-Thru” at AAPEX

Visit Booth #3638 to Learn More

MCHENRY, III. – Oct. 19, 2018 – Raybestos will introduce its “Big Brake-Thru” at BPI booth #3638 during the Automotive Aftermarket Products Expo (AAPEX).

“We’re excited to share break-through news from our flagship brand with AAPEX attendees,” said Kristin Grons, marketing manager for Brake Parts Inc (BPI). “After talking with our customers and evaluating their needs, we have developed a program that helps our customers manage their inventories more easily and select the right brake parts for each job quickly. Stop by our booth to learn more and see why Raybestos is known as The Best in Brakes.”

AAPEX will be held Oct. 30 to Nov. 1, 2018 at the Sands Convention Center in Las Vegas, Nevada. During the annual trade show, BPI will showcase brake product enhancements and the custom-built 1953 Chevy Pickup will be on display. This one-of-a-kind classic will be awarded to one lucky automotive parts or service professional during the show.

To learn more about premium quality Raybestos brand brake products, 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.

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