



BRAKE PARTS INC

NEWS RELEASE
For Immediate Release

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Brake Parts Inc Receives Innovator of the Year Award from Uni-Select Canada

Recognized for Enhanced Hybrid Technology in Element3 brake pads

MCHENRY, III. – Oct. 30, 2014 – Brake Parts Inc was recently honored by Uni-Select Canada by receiving the Innovator of the Year award for its Raybestos® brand Element3™ brake pads with Enhanced Hybrid Technology (EHT™). The award was presented on Oct. 23, 2014 during Uni-Select's Supplier Appreciation Day and Awards Evening held in Toronto, Ontario, Canada.

The Innovator of the Year award was presented by Gary O'Connor, President and Chief Operating Officer, Automotive Canada, Uni-Select to Brian Kowalski, Vice President Branded Sales, Canada, Brake Parts Inc LLC.

"We would like to thank Uni-Select Canada for recognizing Brake Parts Inc with the prestigious Innovator of the Year award," said Kowalski. "As the world's first enhanced hybrid brake pad, Element3 has been a real game changer for the industry and has been extremely well received in Canada. Our product innovation is a direct result of our cutting-edge technology, extensive research and development, and intense dedication to our customers through safety and quality. We are honored to help Uni-Select serve their network of installers and wholesalers with the best brake products in the aftermarket."

Element3 with Enhanced Hybrid Technology (EHT) from Raybestos brand brakes delivers the best attributes of ceramic and semi-metallic all in one pad. This innovative engineering breakthrough ensures optimal performance, improves pad wear and durability, and delivers unsurpassed stopping power and vehicle control, even under the most aggressive braking conditions. Element3 is formulated for long life, less noise, reduced dust and unsurpassed durability.

For more information, talk with a local sales representative or visit www.RaybestosBrakes.com.

About Brake Parts Inc

Brake Parts Inc (BPI) is committed to leading the global automotive aftermarket as the premier manufacturer and supplier of brake system components. The company's primary focus is the growth and profitability of its customers through a collaborative platform of quality, innovation, dedication and integrity. BPI has a demonstrated commitment to research, development and testing of its entire product offering, including friction, rotors, drums, calipers and hydraulic products, ensuring that they meet or exceed original equipment fit, form and function requirements. For more information, visit www.brakepartsinc.com.

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