

## PRESS RELEASE

### **Hella Pagid is extending its product portfolio to include new core-free brake calipers**

#### **Initial product range offers 112 brake calipers suitable for a huge diversity of vehicle makes**

**Essen, June 29, 2018.** The Essen brake specialist Hella Pagid is extending its brake caliper portfolio. In addition to the established "reman" or remanufacturing products, i.e. remanufactured brake calipers with a deposit system, the company now also has core-free brake calipers in its product range for the Independent Aftermarket. This development means that Hella Pagid is a trailblazer on the European market. Initially this new range will include 112 brake calipers of the most diverse types, a selection which covers the vast majority of European vehicle fleets.

The handling of a deposit system presents wholesalers and workshops, especially small and medium-sized ones, with a host of challenges. Apart from processing costs and the capital tie-up for the deposit items, storage capacities for the used parts make up a decisive factor in the equation. "We wish to make our customers' daily work routine a little easier by shaping it as efficiently as possible," explains Christian Berlich, Product Manager at Hella Pagid. So, for that reason, in future wholesalers and workshops will have the choice at Hella Pagid between the remanufactured, environmentally friendly brake calipers including a deposit system and the new parts without any deposit. With the latter option, workshops can dispose of the used parts immediately when replacing brake calipers.

Another attribute of the new core-free parts is that they also boast a premium accessory kit. As well as features such as grease, rubber parts and screws, guide bolts are also included, thus dispensing with time-consuming cleaning and expensive additional purchases. "Every time the brake calipers are replaced, we recommend that the guide

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bolts are also renewed. This ensures that the sliding mechanism of the floating caliper functions perfectly and the brake pads can wear evenly and without a sound. That is why we supply workshops with a complete package straight away," elucidates Berlich.

Hella Pagid's new product range known as "Core-free New Brake Calipers" offers customers an alternative to the remanufactured brake calipers. But whichever product they choose, wholesalers and workshops will benefit from the tested and certified quality on offer. "Every single brake caliper in our product range exceeds all the valid criteria and legal specifications as regards audited production processes, product tests and also product quality," emphasizes Berlich with pride. "And they can all be so fantastically combined as required. This means that workshops can offer their customers two variants from just the one supplier."

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**HELLA Pagid GmbH, Essen:** The joint venture between the automotive supplier HELLA and the automotive parts supplier TMD Friction, a company of the Nisshinbo Group, sells brake components and brake accessories on the international automotive spare parts market. Both partners have a 50% share in the joint venture. Hella Pagid benefits greatly from the competences of the two automotive suppliers, skills which complement each other exceptionally well. This joint venture perfectly combines the strengths of two market-leading companies in original equipment, aftermarket, and service. TMD Friction is the global market leader for brake linings, whose product portfolio combines top brake technology with constant innovation. HELLA Pagid products are distributed via HELLA's global aftermarket organization.

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