



PAGID

BRAKE SYSTEMS

NAO RANGE –
COMFORT AND
PERFORMANCE IN
PERFECT HARMONY



The Best of Both Worlds

BRAKING PAR EXCELLENCE

Clean and quiet: disc brake pads should always have very little dust and be almost silent. No problem at all for HELLA PAGID BRAKE SYSTEMS: the NAO brake pads score high thanks to minimal development of brake dust while offering the maximum degree of comfort. This combination keeps wheel rims sparkingly clean and also offers quiet, relaxed driving pleasure.

NAO brake pads, i.e. non-asbestos organic pads, are totally asbestos-free and are made exclusively of organic materials such as glass, rubber or Kevlar fibers. The composition of such material is particularly soft, a characteristic which increases the comfort factor and reduces wear. Excellent damping properties ensure a high degree of braking comfort.



HELLA PAGID – The Workshop's Friend

YOUR EXPERT IN THE WORLD OF BRAKES

Fantastic products, first-class service and solid, unflinching support: HELLA PAGID is much more than just a supplier of brake parts and accessories, we are the genuine friend of all independent workshops – we provide support for the entire repair process, thus allowing the day-to-day business in the workshop to run more swiftly and also in a more profitable way.

So as to ensure that everything in the workshop runs smoothly, HELLA PAGID has a product range packed with more than 10,000 articles covering the areas of wearing parts, brake hydraulics, fluids and accessories. Top quality and fast delivery all included! In our role as "friend of the workshop", we at HELLA PAGID offer our workshops a comprehensive set of tools and a wide spectrum of services and support, which are all aimed at greatly easing the burden of the daily workload. Just like a faithful friend, HELLA PAGID is always there for the independent workshop – assisting in so many ways to get cars back on the road fast.




The web catalog "BrakeGuide" makes it possible to search for spare parts within seconds, which can also, of course, be done by using an app on your smart phone or tablet. Our technical hotline means that competent experts are always contactable to deal with all queries and the placing of orders. And – last but not least – we are there to help ramp up the turnover of independent workshops by providing professional advertising, communication materials for sales support, creative campaigns and individual workshop concepts. That's what you call real friendship!

NO COMPROMISES

Standstill? Such a thing does not exist at HELLA PAGID. Because we take care to tailor our portfolio to suit market and customer requirements at regular intervals. And because we invest in the developing of new products. We have proved again and again that we always keep one huge step ahead of the game being played on the market. The NAO brake pads feature in our most recent highlights.

Because of all the various physical stresses involved and the differing requirements, so many diverse friction materials are used all over the world. As it is mainly friction materials with a small metal content which are used in Europe ("low met"), our latest development targets the markets outside the European continent. The asbestos-free NAO brake pads score highly, on the one hand, with their perfect brake control and low wear factor and, on the other, because of the minimal accumulation of brake dust and the maximum amount of comfort.



*NAO brake pads marry
together the best of
performance with the best
kind of comfort.*



The NAO brake pads to come out of the HELLA PAGID ateliers have been developed and tested with two definitive objectives in mind – to surpass OE quality standards and also to meet the regional and individual needs of our customers. Extensive tests conducted in our in-house research and development centers unequivocally show that the NAO friction material meets the highest technical demands when it comes to safety, performance, comfort and durability and has indeed passed such tests with flying colors.

- ✓ Perfect brake control
- ✓ Long service life, low wear rate on the pad and the disc
- ✓ Minimal brake dust accumulation
- ✓ 100 percent asbestos-free and organic
- ✓ Maximum comfort
- ✓ High safety level
- ✓ Stable and high coefficient of friction
- ✓ Excellent technology and quality

The joint venture of HELLA PAGID BRAKE SYSTEMS links up the long-standing Original Equipment production expertise of the world's biggest brake pad manufacturer TMD Friction with the global sales and service competence of HELLA.

PERFECT – OUR WORLD OF LOGISTICS, TOO

What is the point of having the most fantastic product if it cannot be delivered quickly? HELLA PAGID has at its fingertips a world-class logistics system. Its Asia hub thus guarantees ready availability of all articles constantly.

Workshops and dealers simply cannot afford to wait for parts. So that is why we at HELLA PAGID do our utmost to deliver all orders as swiftly as is humanly possible. With huge success! When comparing us with others in this sector, the goods availability of more than 10,000 articles from our product range is quite outstanding. HELLA PAGID is well known for its spectacular logistics, a service which boasts a high degree of flexibility, speed, due care and attention and, of course, reliability.

How does it work? We have a hub in the Shanghai Free-Trade Zone. This enables us to deliver to Asia directly and thus profit from an efficient delivery chain. HELLA PAGID makes up a part of the HELLA retail organization, one of the world's major trade organizations for vehicle-specific parts, universal parts, accessories and workshop equipment. Our flexible logistics models, the Asia hub and a wealth of warehouses located around the world all play their part in assisting us to reduce delivery times to a minimum.



In our efforts to meet the requirements of our customers and of the market, we provide flexible and indeed tailor-made supply concepts. Thanks to the presence of numerous local sales partners, we are able to guarantee optimum support for our customers coupled with short delivery times, excellent service and products of high quality.

POWERFUL AND LONG-LASTING

The NAO brake pads stand out convincingly from all others because of the maximum amount of comfort and convenience they offer and also thanks to the minimal brake dust they produce. At the same time, these pads are exceptionally wear-resistant while still exhibiting spectacular braking performance and strength even when used under the toughest conditions. Extensive tests have proved that they possess stable friction levels and pressure development and that they also boost progressive braking performance even at high temperatures.

Slight brake fade, good brake control whenever applied and consistent brake power are all the ingredients which make for optimal performance.



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