

PRESS RELEASE

Hella Pagid introducing brake pads specifically for Asian vehicles in selected regions

The Hella Pagid NAO range starting this fall

Essen, September 12, 2016 Brake specialist Hella Pagid Brake Systems will be expanding its product range with NAO (non-asbestos organic) brake pads specifically for Asian vehicle models. With the NAO range, the company is positioning itself even more strongly as a full-line supplier on the independent spare parts market. Hella Pagid will be initially offering the products in Russia, Southeast Asia, China, Australia, and the Middle East. The corresponding brake discs for the brake pads are slated to be added to the portfolio soon. The new product range is being continuously expanded to meet the needs of the selected regions.

The new NAO brake pads differ significantly in their material composition compared to brake pads typical in Europe. For example, they consist exclusively of organic materials, such as glass, rubber or Kevlar fibers, and are therefore significantly softer. This not only provides for minimal wear, but also for minimal braking noise and very little brake dust. "Unlike Germany, for example, where drivers place a particular value on the performance attributes such as low fading or high braking efficiency at very high speeds, these two aspects are particularly important in many countries outside of Europe," says Thomas Gorkow, Director Product Management and Marketing at Hella Pagid.

The brake pads are completely asbestos-free and meet the highest quality standards. All brake pads from Hella Pagid undergo different lab tests before use, such as dynamometer tests or the AMS test. Hella Pagid uses these tests to check all products, for example, for their compressibility, heat transfer, expansion, and shearing strength properties. This assures that all products satisfy the requirements for quality, safety, and durability.

PRESS RELEASE

So far, Hella Pagid had offered brake pads and brake discs specifically for the European vehicle market. "In Europe, we cover nearly 100 percent of the existing vehicle fleet," says Thomas Gorkow, "but in countries like China or the Middle East, the vehicle fleet consists chiefly of Asian vehicle manufacturers and models. Our goal is to offer our customers the right products around the world." Therefore, Hella Pagid is continuously developing its product range. And this is not just regarding the different vehicle brands and models, but also in regards to the technical properties of the brake parts offered. The new products of the NAO range now cover the specific comfort features regarding low brake noise and little brake dust production.

Please note:

This text and corresponding photo material can also be found in our press database at: www.hella.de/presse

Hella Pagid GmbH, Essen: The joint venture between the automotive parts suppliers TMD Friction and HELLA 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 competencies 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. The products of Hella Pagid are distributed via the global aftermarket organization of HELLA.

For additional information please contact:

Hella Pagid GmbH

Madeleine Korthues
Marketing
Lüscherhofstraße 80
D-45356 Essen, Germany
Phone: +49 201 217600-25
Fax: +49 201 217600-7425
Madeleine.Korthues@hella-pagid.com
www.hella-pagid.com

HELLA KGaA Hueck & Co.

Dr. Markus Richter
Company spokesman
Rixbecker Straße 75
D-59552 Lippstadt, Germany
Phone: +49 2941 38-7545
Fax: +49 2941 38-477545
Markus.Richter@hella.com
www.hella.com

TMD Friction Holdings GmbH

Tim Pelargus
Corporate Communications
Schlebuscher Straße 99
D-51381 Leverkusen, Germany
Phone: +49 2171 501-974
Fax: +49 2171 501-89-974
Tim.Pelargus@tmdfriction.com
www.tmdfriction.com

PRESS RELEASE

