



Raybestos
The *best* in brakes®

THE TRUTH ABOUT BRAKE TECHNOLOGY

RAYBESTOS® PROFESSIONAL GRADE® VS BENDIX® CQ™, TITANIUMMETALLIC™ OR IQ® IMPORT QUIET



BENDIX® HAS CHOSEN TO COMPARE THEIR CQ™ LINE OF FRICTION TO OUR RAYBESTOS® PROFESSIONAL GRADE® LINE OF FRICTION. THEY JUST DON'T MATCH UP!

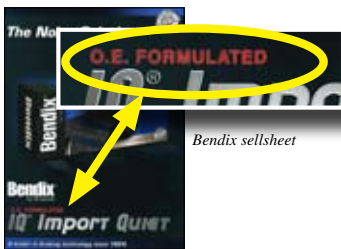
MANUFACTURING

Affinia Global Brake & Chassis is a basic manufacturer. We engineer and develop all of our friction materials in our Research & Development facility in Winchester, Kentucky. While we do manufacture globally, rest assured our products are manufactured by our people, our engineers, and our plants, with our formulations and engineering specifications to be application specific.

Can every brake manufacturer say that?

OE DESIGN AND MATERIAL

Raybestos brand Professional Grade pads always follow the OE design for material, slots and chamfers. We have found this is not the case for Bendix. The following are some examples where Raybestos pads are like-for-like with OE, while Bendix is not.



Bendix sellsheet



Bendix sellsheet

OE DESIGN	RAYBESTOS DESIGN		BENDIX DESIGN	
	PART#	Y/N	PART #	Y/N
CHAMFERS	PGD655M	YES	MKD655	NO
CHAMFERS	PGD465AC	YES	D465A	NO
CHAMFERS	PGD802M	YES	MKD802	NO
SLOTS	PGD699M	YES	MKD699	NO

IS THIS REALLY TRUE?

What do all of these vehicles have in common? Bendix does NOT offer the OE material in their main line. Raybestos Professional Grade pads follow the OE material and are "Application Specific".

RAYBESTOS PART #	BENDIX PART #	APPLICATION	OE MATERIAL	RAYBESTOS MATERIAL	BENDIX MATERIAL
PGD1171M	D1267	07-09 BMW 328	Semi-met	Semi-met	Organic/Ceramic
PGD1202C	MKD1202IQ	06-09 Kia Sedona	Ceramic	Ceramic	Semi-met
PGD1188C	MKD1181IQ	06-08 Suzuki Grand Vitara	Ceramic	Ceramic	Semi-met
PGD1158C	MKD1158IQ	06-08 Ford Explorer	Ceramic	Ceramic	Semi-met
PGD1119C	MKD1119IQ	06-09 Hummer H3	Ceramic	Ceramic	Semi-met
PGD1120C	MKD1120IQ	06-09 Hummer H3	Ceramic	Ceramic	Semi-met
PGD1108M	D1108	06-09 VW Passat	Semi-met	Semi-met	Organic/Ceramic
PGD1102C	MKD1102IQ	06-09 Honda Ridgeline	Ceramic	Ceramic	Semi-met



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COVERAGE AND FIRST-TO-MARKET

Comparing first-to-market coverage, a review of base numbers D1000 to D1402 revealed 54 base numbers that are currently not available in Bendix, but are available in Raybestos which represents over 4.5 million* vehicles in operation today. Relying on Bendix for your new coverage may result in lost sales. As further proof of our commitment to providing the aftermarket's most comprehensive selection of brake products, year-to-date we have introduced 1,605 new Raybestos brake catalog listings for model year 2010 vehicles.

* Source Experian Automotive

FIRST-TO-MARKET

54 RAYBESTOS
BASE NUMBERS
MORE THAN BENDIX

**THIS REPRESENTS
4.5 MILLION***
VEHICLES COVERED
BY RAYBESTOS.
NOT BY BENDIX.

HARDWARE

Neglecting to replace brake hardware when replacing brake pads or shoes could lead to premature wear and costly comebacks. Raybestos Professional Grade pads include hardware on more part numbers

that Bendix. **Looking at a group of numbers from D707 to D1303, Raybestos Professional Grade included hardware in 28 numbers that Bendix did not.** Additionally, in a comparison of the top 25 selling part numbers, Raybestos Professional Grade pad sets include hardware in 16, while Bendix has none!

**25 TOP SELLING
PART NUMBERS**

16

RAYBESTOS
INCLUDES
HARDWARE

0

BENDIX
INCLUDES
HARDWARE

PACKAGING

Raybestos Professional Grade packaging provides safe and secure shrink wrap for all pad sets. Bendix does not - its pad sets are unprotected and loose in the box.

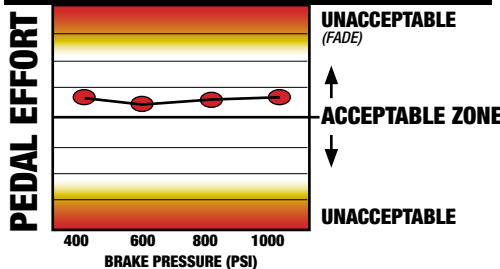


PERFORMANCE

With Raybestos Professional Grade friction formulations, less effort is needed to press on the brake pedal to get acceptable stopping power compared to the Bendix friction. As you can see from the charts, the pre-burnish test shows unacceptable levels of brake fade with the Bendix product, while the Raybestos product was well within the acceptable range.

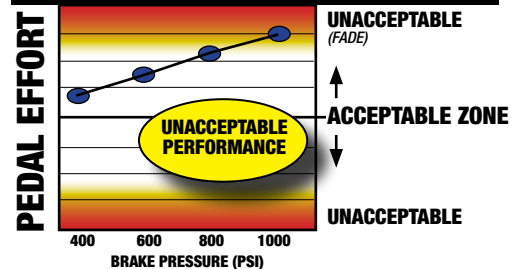
RAYBESTOS PGD369M SEMI-MET

PRE-BURNISH AT 30 MPH



BENDIX TITANIUMMETALLIC™ MKD369

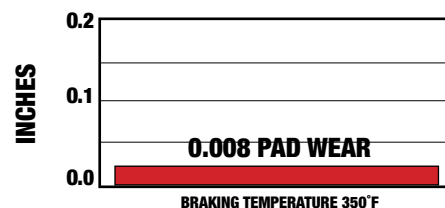
PRE-BURNISH AT 30 MPH



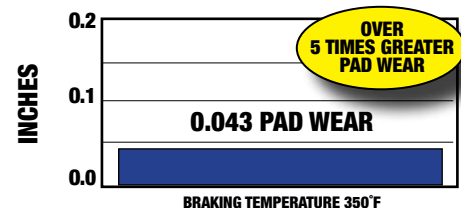
PAD WEAR

At a typical driving temp of 350°F, Raybestos Professional Grade brakes show less pad wear than Bendix. In fact, as evidenced by the chart, Bendix pad wear is over 5 times greater than Raybestos pads. Less pad wear equates to longer life, less dusting and greater cost-per-mile savings.

RAYBESTOS PGD369M SEMI-MET



BENDIX TITANIUMMETALLIC™ MKD369



DO YOU KNOW WHAT YOU ARE GETTING? YOU DO WITH RAYBESTOS. WWW.RAYBESTOS.COM