

### **2018 Automechanika: Hella Pagid presents comprehensive product portfolio for brakes**

- **More than 14,000 articles available in the areas of wearing parts, brake hydraulics, liquids and accessories for workshops**
- **Definite show-stopper at fair stand: the Ferrari 458 GT3 of the motorsport team "racing one".**

**Essen, August 1, 2018.** Brake specialist Hella Pagid will present its comprehensive product range of brake components and accessories (Hall 9, Stand A88) at this year's Automechanika, the leading international fair of the vehicle aftermarket. The fair will take place in Frankfurt on the Main from September 11 to 15, 2018. The company will furthermore present its extended portfolio in the area of brake calipers. Hella Pagid most recently added core-free new calipers, which makes it a pioneer on the European market.

Especially for small and medium-sized wholesalers and workshops, deposit processing is often associated with additional resources in the form of process costs, capital commitment and storage capacities. Hella Pagid therefore initially extended its brake caliper program by adding 112 new products without deposit handling. These cover a variety of common vehicle brands while complementing the existing "Reman" portfolio, i.e. remanufactured brake calipers with deposit processing. Going forward, workshops will thus have the choice between environmentally friendly refurbished brake calipers with deposit processing and core-free new parts. When exchanged for new parts, the old brake calipers can be immediately discarded, thus not requiring any storage capacities. Furthermore, the products of the core-free new parts product range also include a premium accessories kit alongside the actual item. Components such as grease, rubber parts and screws, as well as corresponding guide bolts, are all included.

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Time-consuming cleaning efforts or expensive additional purchases are therefore no longer necessary.

The Ferrari 458 GT3 by the motorsport team "racing one" will be a further highlight at the fair presentation and will be displayed centrally at the stand. Since early 2018, Hella Pagid is the main sponsor of the motorsport team located in Andernach. The Ferrari is used in the racing series VLN Endurance Championship Nürburgring and has been ranked number one for the last six consecutive years. And the success has carried over into this year: "racing one" is currently ranked at the top. The team raced to first place during the first three runs of the season via the world-famous Nordschleife of the Nürburgring ("Green Hell"). The race, which can last up to six hours, features one of the most demanding tracks for humans and machines.

**Please note:**

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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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