

Hella Pagid: Range of Brake Products Continues to Grow

Product portfolio comprehensively expanded in 2018

Essen, December 20th, 2018. Safety, comfort and durability are the top priorities when it comes to brakes. This is why brake specialist Hella Pagid continuously develops and expands its product range. Workshops benefit from the OEM quality of the products as well as the company's comprehensive know-how of brake systems.

"Our aim is to be the leading full-range supplier in the independent aftermarket for everything related to brakes and optimally support our customers by offering products of the highest quality," affirms Thomas Gorkow, Director of Product Management & Marketing at Hella Pagid. To this end, it is essential that high-quality spare parts be available in expedited fashion. This includes new models in particular. With over 14,000 articles, Hella Pagid offers products for all vehicle models in the areas of wearing parts, brake hydraulics, fluids and chemicals as well as accessories – from the compact class, to electric vehicles, through to sports cars. The portfolio of brake discs and brake pads covers almost 100 percent of the vehicles on European roads.

The brake caliper portfolio comprises over 2,000 items and was expanded to include an additional 155 brake calipers in 2018. Of these, 112 are so-called "new core-free saddles", which are delivered including premium accessories. Workshops benefit from the core-free system as it reduces tied-up capital and red tape. With this offering, Hella Pagid is a pioneer on the European market.

The range of over 2,300 brake pads has also been further expanded. Now, it includes 61 additional brake pads manufactured in the EU by TMD Friction for the latest car models.

PRESS RELEASE

A further 29 brake discs coated to protect against corrosion round off the portfolio of 2,500 articles. The discs are also highly carbonized and therefore particularly resilient, and they have good heat dissipation characteristics.

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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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