

Workshops profit from comprehensive brake know-how

Hella Pagid strengthens its position as a brake specialist and offers workshops first-class products and services

Essen, May 24, 2018. The Essen brake specialist Hella Pagid is now consolidating its position as a reliable partner to the wholesaler and as the workshop's friend. With the aim of accelerating and also simplifying the wholesale distribution business and, at the same time, of making workshops operate faster and more profitably, the company is now also offering higher levels of product availability together with a comprehensive customer service in every aspect of brake systems. These new features back up the company's original equipment expertise of many years. This development epitomizes the new brand positioning statement of "RELIANCE. TRUST. PERFORMANCE.", a maxim which sums up perfectly the three brand values.

The goal of every workshop is to get cars back on the road as quickly as possible. "Everything we do revolves around our customers. So for that reason it is always our aim to support them without exception," explains Lars Brylka, Managing Director at Hella Pagid. The bedrock for this philosophy was formed in 2013 with the founding of the joint venture known as Hella Pagid. "Today many automobile manufacturers, wholesalers and workshops throughout the world place their trust in the two strong brands of HELLA and Pagid".

And the brake know-how of TMD Friction plays an integral part in the developing of the products. Another factor in the equation is the way that production of all brake pads takes place exclusively in Europe. Furthermore, each new brake pad is developed in close collaboration with leading automobile manufacturers. Prior to release, a new product completes up to 300,000 test kilometers and is intensively tested for braking behavior, wear behavior and also for braking comfort. "In this way we have the

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guarantee that all brake pads meet the legal regulations. So the result is that ultimately we can provide the spare parts market with the quality of a major original equipment manufacturer," enthuses Thomas Gorkow, Director of Product Management & Marketing at Hella Pagid.

Apart from the guarantee of high-grade products, a comprehensive customer service is crucial for wholesalers and workshops. This includes high product availability and indeed fast delivery. At Hella Pagid there are 14,000 articles covering brake hydraulics, wearing parts, fluids and accessories ready for delivery at a moment's notice. Sales companies and warehouses around the globe and also logistics hubs in Germany and Asia make sure that the products quickly reach wholesale distribution chains and workshops.

And what is more, motor mechanics can also rely on a fast and competent customer service. Information on the corporate portfolio and product range can be obtained from the Customer Service Center. In order to identify required spare parts quickly, they simply have to use the BrakeGuide app on their smartphone. And it is also very easy to receive current technical information and practice-related tips from HELLA TECH WORLD (www.hella.com/techworld).

Please note:

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PRESS RELEASE

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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