



**PAGID**

BRAKE SYSTEMS

**RELIANCE. TRUST.  
PERFORMANCE.**

*Hot & Fresh*

THE  
WORKSHOP'S  
FRIEND



**Every workshop's favourite order.**



SELF-MADE  
PRESENTS ARE  
THE BEST ONES.



IN FRIENDSHIP

HELLA PAGID  
BRAKE SYSTEMS

BRAKE PADS IN OE-QUALITY -  
WHAT MORE COULD YOU WANT?

THE  
WORKSHOP'S  
FRIEND



HELLA PAGID

BRAKE SYSTEMS

# EVERYTHING WE DO REVOLVES AROUND OUR CUSTOMERS.

In order to ensure that business runs smoothly, HELLA PAGID supports wholesalers and workshops with its extensive know-how and many years of experience. Because we realise that your day-to-day business is already complex enough as it is. As a partner to the wholesalers and as the workshop's friend, we see it quite naturally as our job to make this as simple as possible for you.

The result is that you can plan and carry out your work processes more quickly and more profitably.

## PARTNER TO THE WHOLESALERS.

HELLA PAGID is a reliable partner to the wholesalers that flexibly responds to customer requests, makes an impression with high-quality products and maximum availability, and thereby speeds up and simplifies business - for more efficiency.

As a partner to the wholesalers, HELLA PAGID prioritises solution-oriented and reliable collaboration.

We achieve this through fast and customer-oriented service in all matters through highly skilled on-site contacts, whose objective is to accelerate and simplify wholesale business through maximum flexibility and speed.

Our success factor is that we are close to our customers - not only geographically, but also in our thinking - through sales companies around the globe.

## THE WORKSHOP'S FRIEND.

HELLA PAGID is the workshop's friend, combining OE expertise and technical know-how to make day-to-day business faster, more profitable and future-proof.

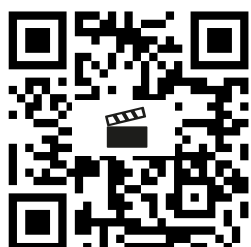
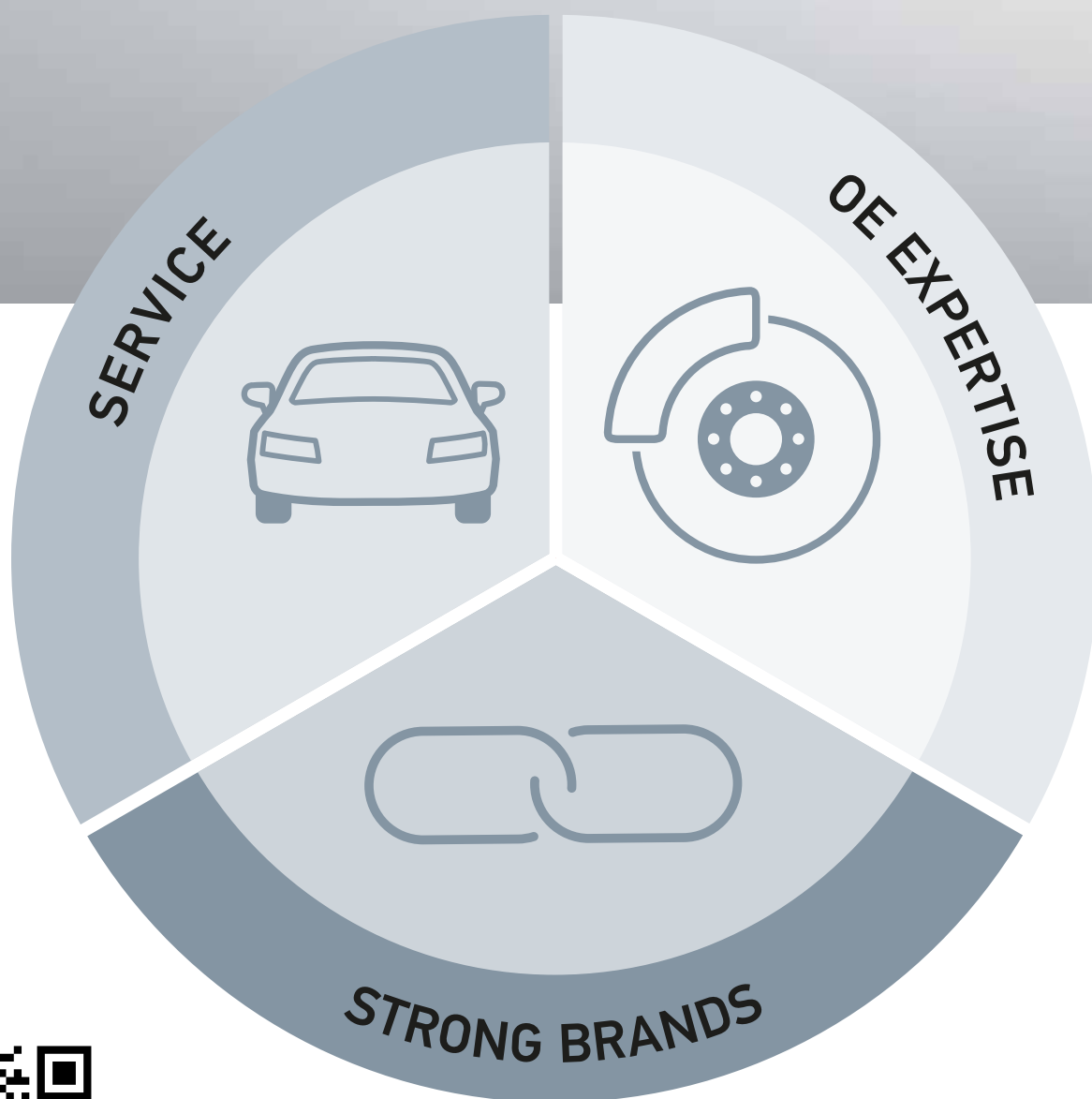
As the workshop's friend, HELLA PAGID aims to provide our customers with optimum support for everyday workshop conditions.

Our technical expertise enables fast and solution-oriented service in all technical questions concerning our products. We treat workshops as equals because we understand them and, thanks to our proximity to the market, can also provide them with fast and competent support.





# THE STRONG STIMULUS OF RELIABILITY, TRUST AND PERFORMANCE



Find out more here.



## OE EXPERTISE RELIANCE

No industry makes greater demands on its suppliers than the automotive industry. That is why it is like a first-class rating when vehicle manufacturers throughout the world place their trust in HELLA and PAGID and equip their cars with the products of these OE brands. Is there any better proof of the superior OE expertise of HELLA PAGID and the absolute reliability of our products?

## STRONG BRANDS TRUST

**In all products:**  
the technology of the next generation.

**In all offers:**  
a constructive contribution to success.

**On all continents:**  
a brand that people trust.

That is HELLA PAGID. A joint venture that combines decades of original equipment experience and more than 60 years of brake expertise in one company. Partner and friend in one, and every day the wholesalers and independent workshops benefit from our professional services.

## SERVICE PERFORMANCE

Our ideal is to inspire customers with our comprehensive services, which are solution-oriented and therefore beneficial for each one of them. This includes a requirements-based product range, flexible logistics concepts, continuous availability of over 14,000 items, well-founded technical expertise as well as quick-response and highly effective customer management for the wholesalers.

**In short:** You benefit from the safety expertise, excellent range of services and complete product range from a brake system supplier in the open parts market.



OE EXPERTISE  
BEST PERFORMANCE IN  
ALL AREAS

ALWAYS AN  
INNOVATION  
AHEAD

**There are many reasons for the success of HELLA PAGID. One of them is our ambition to always be one step ahead of the market. And we are a bit proud that we repeatedly achieve this goal.**

The continuous dialogue between our parent groups and the automotive industry creates the foundation for this. This means we can incorporate consumer preferences and empirical industry values concerning brake, wear and comfort behaviour directly into the further and new developments of our brand products.

Another strong foundation for this future-oriented dynamic is our in-house research and development centre. This is where innovations are conceived and subjected to rigorous testing under the toughest conditions. Even extreme challenges can be mastered this way.





**One example for this is the substitution or reduction of the percentage of copper in brake pads required by American legislation.**

A genuine challenge, which our team took on and overcame brilliantly. After a thoroughly intensive development process, many experiments and field tests, our engineers and technicians succeeded in developing a friction material that provides the new copper-free brake pads with the same excellent wear and friction qualities as the pads with copper. A prime example of HELLA PAGID's forward-looking technology and of the convincing explanation for the globally sustainable success, from which wholesalers and independent workshops alike can benefit.

#### **OE Expertise**

- Excellent brake technology
- Reliable quality
- Full product range
- Equipment for a wide variety of vehicle manufacturers

The HELLA and PAGID brand manufacturers have been original equipment manufacturers for the international automotive industry for decades. When the HELLA PAGID joint venture was established, the competencies of the two companies were bundled together and made available to the aftermarket. Since this unique and successful partnership began, dealers and independent workshops have put their trust in us, because they can rely on us in every respect. They prefer our complete product range, which satisfies every wish with its sophisticated solutions. They know that we understand their concerns, because we are always close to the customer. They are delighted with service that surpasses the highest standards.

# STRONG BRANDS

# PROVEN QUALITY OF PRODUCTS AND SERVICES – SOUNDS RATHER GOOD



## HELLA

- More than 100 years as a supplier of automotive original equipment
- Innovation partner with OE expertise in the area of lighting and electronics
- International development network with lead location in Lippstadt
- More than 7,000 employees worldwide in Research and Development
- Global production, manufacturing and logistics network
- Investment of 636 million euros in Research and Development in the 2016/17 fiscal year

## PAGID

- Over 60 years of experience as an original equipment manufacturer of brake pads
- TMD Friction is one of the world's leading manufacturers of brake pads with production sites exclusively in Europe
- Production of more than 1 million brake pads per day
- 40 test vehicles drive more than 3 million km per year
- Investments of more than 20 million euros per year in Research & Development





## HELLA PLUS PAGID. THE BRAND ALLIANCE RESPECTED AROUND THE GLOBE.

**Customer-focused, future-oriented,  
straightforward, trustworthy - those are  
essential characteristics of a strong brand.**

That is why it is only logical that we do our utmost to bolster the competitiveness of our partners in a dynamic market environment.

Our customers can rely on not having their expectations dashed. It is with good reason that the HELLA PAGID brand has been impressing the wholesalers and workshops for a long time with progressive technology, innovative products and the high availability of these.

In addition, to help our customers continuously expand their freedom of action and make better use of their market opportunities, we not only guarantee them OE expertise, top quality and an excellent product range, but also offer them professional service with outstanding logistics and professional sales support.

In short: two strong OE brands combined in one joint venture that you can trust. Therefore we can also meet future challenges calmly and with optimistic expectations.

# SERVICE FAST AND COMPETENT CUSTOMER SERVICE FROM EXPERTS



## AFTERMARKET AND SERVICE EXPERTISE

- Outstanding logistics
- Professional sales support

## GUARANTEED SAFETY. CONTINUOUS AVAILABILITY.

Thanks to our global network with many warehouses throughout the world and our excellent logistics, we can, for example, reduce delivery times to a minimum. That way we have ideal basic conditions for continuously high availability of our products and provide our customers with top-quality services involving safety and reliability.

- Central warehouse / hubs in Erwitte and Shanghai ●
- Headquarters in Lippstadt ●
- Global Sales Companies locations ●





As a partner to the wholesalers and as the workshop's friend, HELLA PAGID cooperates closely with them and is making an essential contribution to optimising the safety on our roads by providing its complete product range in the area of brake systems.

And that is also how it will be in the future.  
We promise!



#### Service & support

- Customer Service Centre
  - Information on portfolio and product range
  - Advice regarding orders and deliveries
  - Logistics enquiries
- Customer-oriented warranty processing
- Professional training and further education
- Business information about the HELLA Partner World

#### Technical service

- Technical information is available online anytime and anywhere
  - Efficient support for your day-to-day business
- Detailed information on new products
  - The HELLA Tech World workshop portal comprises a broad-ranging knowledge base with the latest technical data, practical training and a hotline for expert support ([www.hella.com/techworld](http://www.hella.com/techworld)).
  - The "BrakeGuide" at our online portal quickly takes you right to the product you are looking for ([www.brakeguide.com](http://www.brakeguide.com)).
- Notes about maintenance and installation
- Sales support materials

#### Logistics

- In stock for you:
  - top-quality products with high availability
- Getting to you or your customers easily and quickly
  - More than 14,000 items
  - Over 95% availability
  - Logistics hubs in Germany and Asia, local warehouses around the world
- Electronic information and ordering systems
- Flexible product and logistics solutions for our customers

#### Sales support

- Good advertising for good work
- Brochures
  - Social media
  - Videos
  - Technical marketing
  - Campaign support
  - Many additional advertising materials for workshops and the wholesalers







# WHY WE ARE VALUED

Emphatically demanding more road safety is one thing, but committing your everyday business to practical measures that make our roads a little safer each day is something else. For example, with innovative brake products that are inspected, tested and tried according to the most stringent requirements before being introduced to the market.

**And that is exactly what we do - with steadily growing success.**

After all, HELLA PAGID is an internationally renowned original equipment manufacturer for the automotive industry and also one of the leading brake system suppliers in the open aftermarket. HELLA PAGID can provide nearly 100% of the vehicles in Europe with brake pads, which is a clear indication of the quality of our products and the variety of our product range. The four supporting pillars for this are brake hydraulics, wear parts, fluids and accessories.

**Those are just the purely objective facts.**

But HELLA PAGID's self-image also and quite particularly includes the human factor. In other words, the most important foundation of our success is and always will be taking a fair-minded and responsible approach to nurturing partnerships with our customers in workshops and the aftermarket. They are the ones on whom we can rely for technical expertise, performance and dedication, and who in return receive from us what they justly expect from HELLA PAGID: durable top quality and complete service, which gives them the best chances of succeeding today and tomorrow against their competitors.

# PORTFOLIO

VERY  
WIDE RANGE –  
WITH OVER  
14,000  
ITEMS!

We are certain to have a product that fits.  
With over 14,000 items, we are your reliable  
partner for:

#### **Wear parts**

- A total of more than 5,500 products
- Very high market coverage in OEM quality
- Fast inclusion of new products
- High-quality data used throughout our catalogs and technical documentation

#### **Brake hydraulics**

- A total of more than 5,000 products
- Good market coverage in OEM quality
- High-quality data used throughout our catalogs and technical documentation

#### **Fluids and accessories**

- The range of fluids includes brake fluid, brake cleaner and mounting paste offered in various quantities
- HELLA PAGID has more than 600 accessories for brake pads, brake calipers and brake shoes in its product range





## WEAR PARTS

### Brake discs

- **More than 2,500 brake discs**  
(of which over 720 are coated)
- Coverage: > 98% of existing vehicles\*
- Mostly coated brake discs
- PRO: no rusting and easy installation
- Wide range of high-carbon brake discs
- Satisfies ECE Regulation 90 throughout the entire portfolio

### Brake pads

- **More than 2,300 brake pads**
- Coverage: > 99% of existing vehicles\*
- More than 35 different noise reduction techniques

### Brake drums

- **More than 300 brake drums**
- Extraordinarily powerful
- Particularly long service life
- Made of high-grade castings

### Brake shoes

- **More than 400 brake shoes**  
(of which 195 are pre-assembled)
- Coverage: > 95% of existing vehicles\*
- More than 230 brake shoe kits

## BRAKE HYDRAULICS

### Brake calipers

- **More than 2,000 brake calipers**
- Replacement brake calipers as an eco-friendly, cost-effective alternative
- General replacement of all safety-related elements and rubber parts

### Brake hoses

- **More than 900 brake hoses**
- Outstandingly shockproof
- Rugged hose fitting assemblies
- Far exceeds the SAEJ1401 specification

### Wheel brake cylinder

- **More than 370 wheel brake cylinders**
- Aluminium wheel cylinders: lighter and longer lasting
- Wheel cylinders with or without an integrated pressure regulator

### Brake master cylinder

- **More than 550 brake master cylinders**
- Latest generations available
- High efficiency, short closure and low volume

### Parking brake cables

- **More than 1,000 parking brake cables**
- The parking brake cables are designed for specific vehicles and brake systems

### Clutch cables

- **More than 230 clutch cables**
- The clutch cables are designed for specific vehicles and brake systems

## FLUIDS AND ACCESSORIES

### Brake fluid

- Very high boiling point
- Available as DOT 3/ DOT 4/ DOT 4 PRO LV (low viscosity)/ DOT 5.1
- Far exceeds DOT specifications

### Brake cleaner

- Eliminates oil, grease, dirt and brake fluid without residue
- Cleans all components of brakes, clutches and gears, starters and alternators, carburetors, fuel pumps and motor parts
- Leaves no residues and is free of chlorinated solvents
- Binds brake dust

### Mounting paste

- Non-conducting
- Suitable for ABS
- Simplifies assembly

### Alarm contacts

- **More than 220 items**
- Development of product range consistent with disc brake pads
- High heat resistance

### Accessory sets

- **Over 550 items for disc and drum brakes**
- Development of product range consistent with brake pads
- High fitting accuracy



\* In Western Europe

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