

Hella Pagid offers brake pads in original equipment quality for models of the Volkswagen Group in its product range

Wholesalers and independent workshops benefit from original equipment know-how

Essen, June 24, 2019. Hella Pagid, the Essen-based brake system specialist for the independent aftermarket and joint venture of the automotive suppliers TMD Friction and HELLA, offers brake pads in original equipment quality for Volkswagen Group vehicle models that originate from the production platform MQB which stands for “Modularer Querbaukasten”, translating from German to "Modular Transversal Toolkit" in its product portfolio. These include the VW Golf VII/T-Roc/Touran, Audi A3/S3/Q1, Seat Leon/Ateca, Skoda Yeti/Karoq and other versions that were gradually launched from August 2012. The brake pads come directly from TMD Friction. With its Pagid brand, the company delivers directly to the manufacturer. Original equipment expertise is thus also incorporated directly into the Hella Pagid product range, further strengthening the company's leading position as a supplier of high-quality products in the international aftermarket.

Hella Pagid benefits from the many years of experience of the original equipment brand Pagid, which has been equipping a large number of international premium and sports car manufacturers such as BMW, Mercedes, AUDI, VW and Porsche with brake pads since 1960. These brake pads can also be found in the Hella Pagid portfolio. This is characterized by high quality and exceeds the increasingly stringent requirements in terms of brake performance, comfort and environmental protection.

In order to ensure this, Hella Pagid checks whether the formulation of the brake pads is not only environmentally friendly, but also tailored exactly to suit each individual vehicle types, brake system, engine performance, driving load, and braking characteristic,

PRESS RELEASE

before these products are being launched to market. Up to 300,000 test kilometers and 1,000 hours of test bench testing are performed on a brake pad from TMD Friction during its development, which far exceeds the legal requirements of the European ECE-R90 directive. In addition, most of the brake pads in the Hella Pagid range are already copper-free. This means that they only have a copper content of less than 0.5% in relation to the total weight, and therefore already comply with the "Better Brake Rules" which will be legally valid in the USA from 2025 onwards.

Please note:

This text and corresponding photo material can also be found in our press database at: www.hella.com/press

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.

For additional information please contact:

Hella Pagid GmbH

Timo Krämer
Marketing Manager
Lüscherhofstrasse 80
D-45356 Essen/Germany
Phone: +49 (0)201 217600-25
Fax: +49 201 217600-7425
Timo.Kraemer@hella-pagid.com
www.hella-pagid.com

HELLA GmbH & Co. KGaA

Dr. Markus Richter
Company Spokesman
Rixbecker Strasse 75
59552 Lippstadt/Germany
Phone: +49 (0)2941 38-7545
Fax: +49 (0)2941 38-477545
Markus.Richter@hella.com
www.hella.com