

WHAT'S NEW

BRAKE PADS

PRODUCT #	LOC.	APPLICATION
PCD1005	F	2008 Lexus RX400h
PCD1273	F	2008 Dodge Nitro
PCD1274	R	2008 Dodge Nitro
PCD1275	R	2008 Chevy Equinox
PCD1280	F	2008 Acura MDX
PCD1281	R	2008 Acura MDX
BCD1301	F	2008 Hyundai Veracruz
BCD1302	R	2008 Hyundai Veracruz
BCD1303	F	2008 Toyota Tundra
BCD1304	R	2008 Toyota Tundra

CARQUEST is committed to being first to market. With our industry leading Vehicle Configuration Database (VCDB) with over 182,000 applications – that's 112,000 more than AAIA – we know which light duty, heavy duty and off-road vehicles exist better than anyone else. Our OEM supplier connections also allow us to develop products for vehicles before they are even on the road!

You can trust that even the newest CARQUEST products offered meet the same stringent testing requirements and validation procedures as our entire line. Our brake pads are only released after they have been validated by our OES and OEM approved procedures and are tested to be the correct formulation for the specific vehicle. At CARQUEST, we never take short cuts to release a product faster.

In each issue of CARQUEST Brake Lines we will provide a highlight of the latest additions to our product line.

Welcome to CARQUEST Brake Lines!

In an effort to keep our customers up to date with what's going on in the braking world here at CARQUEST, we've developed CARQUEST Brake Lines newsletter. This newsletter will be released about every six weeks, or more often as braking news develops. Our goal is to provide useful information about our program and the partnerships we've developed to offer you the best products and services. Brake Lines will also highlight new and key products in our product offering and show the numerous ways CARQUEST offers much more than just components when it come to brakes.

Akebono

OE Quality Supplier for CARQUEST Gold Ceramic Brake Pads



[ák•ē•bō•nō]: The world's largest manufacturer of ceramic brake friction.

CARQUEST is pleased to introduce our newest supply partner, Akebono Brake Corporation! CARQUEST Gold Ceramic brake pads by Akebono offer ultra quiet, ultra smooth and ultra clean braking not offered by other brake friction manufacturers. These performance characteristics include:

- Advanced, application specific OEM ceramic formulations
- Ultimate noise, vibration and harshness control
- Extremely low dusting for cleaner wheels
- OEM tested and approved formulations

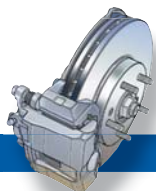
Engineered to eliminate noise, vibration and harshness, CARQUEST Gold Ceramic brake pads by Akebono have everything you need to make your job easier, including:

- 100% stainless steel hardware on over 75 SKUs
- 100% chamfered and slotted to meet or exceed OEM design
- 100% shimmed
- Electronic wear sensors are included (where applicable)

Continuing to build on more than 75 years of brake design and production experience, Akebono is the key manufacturer of advanced braking components. Akebono produces a wide range of friction materials and brake assemblies for major automotive manufacturers such as: Audi, Chrysler, Ford, General Motors, Honda, Nissan, Toyota and others.

CARQUEST Gold Ceramic brake pads by Akebono are the highest quality products available on the market today. Often superior in reliability, durability and performance to the OE component, CARQUEST provides the performance and safety your customers deserve.





TECH TIP

Brake Rotors: Resurface or Replace?

The primary function of the brake rotors is to absorb heat (energy) during braking and dissipate that heat into the surrounding air and temperatures can exceed 800°F or more during hard braking. Research has shown that when iron is removed during normal wear and resurfacing, rotor temperature potential rises measurably, in some cases nearly 150°F. This allows the rotor to heat-up more quickly and to a higher temperature, which in turn decreases the effectiveness of dissipating that heat. Once the rotor heats up past the design specifications, there's an increased probability of lateral run out, pad damage, brake fade and brake fluid scorching, all of which will require further servicing of the brake system.

So are you really providing a benefit to your customer by resurfacing their brake rotors? Installing new brake rotors helps restore the ability to dissipate the heat generated while reducing the likelihood of comebacks and customer complaints.

Buy 6, Get 1 FREE and a Chance to WIN \$10,000 of GOLD

To support our commitment to CARQUEST Gold Ceramic brake pads by Akebono, we've launched a promotion where one lucky customer will win the equivalent of \$10,000 in Gold! But all of our customers win in this promotion which runs from July 15 through October 15. Every customer that buys six sets of CARQUEST Gold Ceramic brake pads will get a set free, along with a chance to win the Gold. See your CARQUEST store or sales teammate for more information.

Brake Drums and Rotors - Installation Ready

An excellent choice to go with CARQUEST brake pads is CARQUEST brake drums and rotors. All of our rotors and drums provide consistent quality, strength, performance and reduced noise. Our dedication to quality in every aspect of brake development, testing and manufacturing assures you are installing the safest, quietest, longest lasting brake products. Another important fact and added benefit is that all CARQUEST rotors and drums are ready to install right out of the box.

CARQUEST offers a complete line of premium rotors and brake drums that are manufactured with key design characteristics which improve performance and increase service life. Our rotors follow the OE vane configuration for proper heat dissipation and their ultra smooth brake surface helps increase brake pad life while minimizing brake noise. Our full line of premium drum brakes are engineered to precise OE specs, and meet or exceed the OE standards, resulting in reduced noise occurrences while providing increased stopping power.

Hardware or NOT?

You wouldn't compare apples to oranges would you? The same holds true when comparing brake products. Always make sure the product comparison is equal in terms of quality, performance, formulation and hardware. In many instances, we have included brake hardware with many of our products ... have they? Comparisons can only be realistic if they reflect an apples-to-apples comparison, which would mean that hardware is included in their box too.

CARQUEST is currently the ONLY supplier of Akebono brake pads that includes premium 100-percent stainless steel brake hardware in the box of over 75 SKUs to make your job easier! Stainless steel hardware resists corrosion and offers added strength, reliability and durability. And, you always know you have the right hardware for the job.

Tell us your thoughts about brake hardware. Visit www.CARQUEST.com/brakesurvey to send your feedback.

What is Brake Pad Scorching and Is It Necessary?

Brake pad scorching is a process where a brake pad is heated during the final stage of production as one way to complete the curing process. If done properly, this process helps cure the friction material to eliminate the friction break-in process. However, scorching is only one of many ways to fully cure friction material and is not appropriate in all cases. In fact, at the OEM level, not all pads are scorched because it does not add value or friction performance to all applications.

If done improperly or if applied to friction formulations that do not require it, scorching may accelerate the rate of pad wear and have a negative impact on pad life, stopping capability, noise, vibration and harshness, dust and even structural integrity of the friction material if scorched too deeply. Some competitors' suppliers apply scorching universally to all disc pads they sell, and they will definitely and unknowingly cause their customers to incur one or more of these unwanted conditions.

At CARQUEST, scorching is only applied on an application-specific basis using friction formulations that were designed to be scorched to precise depths. This precise control of the depth of scorching is critical and must be applied scientifically to avoid all of the above mentioned problems.

Currently, the designs of the CARQUEST formulations have been optimized for high initial effectiveness and therefore many no longer require scorching. The key to remember is that all CARQUEST brake pads are fully post cured and do not require a break-in process.