



Press Release

What you see is what you get: Brakebook is becoming even more user-friendly. The web-based product catalogue from TMD Friction will now include detailed images for the premium brand Textar

Luxembourg, Leverkusen, November 2016.

Brakebook - the online catalogue system developed exclusively for TMD Friction's branded products, is now even more indispensable for independent workshops and automotive parts traders.

With Brakebook's cutting-edge technology, customers from any location can search specifically for Textar products, OE numbers and reference numbers, as well as product properties such as width, length, thickness and much more. The corresponding Textar product appears immediately, along with a product image - and these product images are being optimised to ensure customers can view parts even more clearly to ensure their choice is accurate.

At brakebook.com, registered customers can even create their own catalogue excerpts as supplements to the print catalogues. The highly useful work tool is also available as a free app for Android and iOS.

Commenting on the targeted identification of Textar brake parts being more accurate and more efficient, Michael Dunkel, Director of Category Management PC Pads, said,

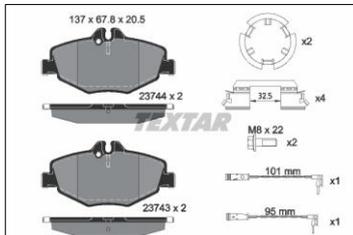
"We are currently working very hard on optimising the car disc brake pad images and we will present the whole scope of delivery. The changing of accessory parts, such as the sliding shims, makes a difference to the comfort behaviour of the disc pad later on. With the Textar brand, we ensure a complete scope of delivery corresponding to the OE set-up, and the customer will be able to see what they are getting. In the coming months, the entire range will benefit from new, more detailed pictures, and as well as Brakebook, they will also be used in TecDoc and Textar print catalogues".

TMD FRICTION

A NISSHINBO GROUP COMPANY



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Caption: What you see is what you get – the web-based product catalogue ‘Brakebook’ is becoming even more user-friendly with detailed images for Textar.

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About TMD Friction

TMD Friction is one of the world’s leading manufacturers of brake friction materials to the automotive and brake industry. The company’s product portfolio comprises disc brake pads and drum brake linings for passenger cars and commercial vehicles together with friction materials for racing and industrial applications. With its brands Textar, Mintex, Don, Pagid and Cobreq, TMD Friction has a market-leading position in the global replacement parts market. Under the brand names Cosid and Dynotherm TMD Friction develops and produces friction materials for industrial applications. TMD Friction has four operations in Germany as well as in Europe, USA, Brazil, Mexico, China, Japan and South Africa. The TMD Friction Group employs approximately 4,800 people worldwide. For further information please visit www.tmdfriction.com.

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