



Press Release

TMD Friction opens representative office in Dubai

Aftermarket offensive for Middle East and Africa

Luxembourg/Dubai, September 2016. One of the world's leading brake technology manufacturers, TMD Friction, opened a representative office in Dubai. Located in the Dubai Airport Freezone, the new office signals a strategic watershed: in the future, the entire aftermarket business for the Middle East and Africa will be controlled from here. The goal is to develop new markets in the region with a tailored portfolio.

With its new Dubai office, TMD Friction is poised for growth, aiming to strengthen its aftermarket business in the Middle East and in Africa. For these regions, the booming Gulf city is an economic hub. To date, the global brake friction player has completed all transactions from its German Leverkusen office; in future, customers will be served directly from the office in the Dubai Airport Freezone. "Our customers value the new regional office's commitment", says Nedal Abu Rikab, Sales Director IAM MEA and General Manager of the Dubai office. Personal contacts and negotiations are, he explains, the key to successfully doing business in the region.

TMD Friction not only wants to impress existing customers and win over new clients, but also open up new markets for its brake technology. "The vehicle market is dominated by Asian manufacturers, for which we now offer an extended, tailored product portfolio", adds Nedal Abu Rikab. Currently, TMD Friction is introducing the Nisshinbo brand, which already has an excellent reputation as an OEM supplier, into the independent aftermarket from the Dubai office. Abu Rikab is convinced that the launch will trigger a future success story in aftermarket sales. "We are looking forward to an exciting future. With our strategy, we can not only serve the markets comprehensively, we can also actively contribute to their development."

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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.



Caption:

With its new Dubai office, TMD Friction aims to strengthen its aftermarket business in the Middle East and Africa.



Caption:

Launched at the "Automechanika Dubai" in May, TMD Friction presented Nisshinbo for the aftermarket in addition to its existing Textar, Mintex and Don brands.

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