

Press Release

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TMD Friction launches new website and gives first outlook on new brand direction

Premium automotive supplier TMD Friction is evolving its brand direction to drive a safer and more sustainable mobility experience. A new corporate website reflects this transformation.

LEVERKUSEN, 29 February 2024 – TMD Friction, a leading global supplier of braking solutions, is accelerating its transformation focus towards a safer and more sustainable future of mobility. Building on its heritage of more than 110 years of premium OE experience as well as its 140 years of success as an industry leader, the company is now entering a new chapter in its history. After establishing its leading expertise in supplying braking products and solutions people can trust, the company is now developing a new, modern brand direction which includes focusing on business practices and solutions to minimise its environmental impact.

TMD Friction is heralding these developments with the launch of a [new company website](#). The new website is modern and dynamic. A new, dedicated section for sustainability reflects the company's corporate values.

Clement de Valon, Executive Vice President Independent Aftermarket at TMD Friction, says: "The new corporate website showcases a modern, appealing and premium design and demonstrates our commitment to safety and sustainability. We want our website visitors to get the same premium brand experience that customers get from our premium products, services and solutions."

Lynn Edwards, Vice President HSE & Sustainability at TMD Friction, says: "The new web page showcases our existing accomplishments as well as our vision for a sustainable future. Together, we as a company are committed to driving change towards a better future through pioneering sustainable braking, investing in a more efficient ecosystem, and acting responsibly."

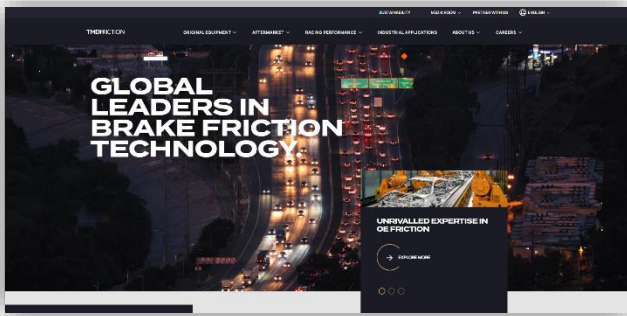
A new, modern interface following a visual redesign

TMD Friction's new website has been completely redesigned. It now features a unified design language, a contemporary interface, a clear site map structure, and a high-quality look and feel. In addition to updated information regarding TMD Friction's core business areas, a new section was added for sustainability.

Clement de Valon continues: "A website is a business card of a company and a first key touch point for all stakeholders that interact with TMD. With the launch of our new corporate website, we are delivering on our goal to provide a premium digital experience to customers, suppliers, employees, business partners, local communities and applicants alike."

Visit the new TMD Friction corporate website [here](#).

Pictures:



New corporate website.png: TMD Friction's new corporate website is modern, dynamic, and reflective of the company's corporate values – including sustainability

About TMD Friction

TMD Friction is a leading global supplier of high-quality brake friction solutions to the automotive and brake industries. The company develops and manufactures disc brake pads and drum brake linings for passenger cars and commercial vehicles.

TMD Friction supplies vehicle manufacturers with premium products for original equipment, as well as being a driving force in the international aftermarket with the brands Textar, Mintex, Don, Pagid, Cobreq and Bendix. The product portfolio also includes brake friction products for motor racing under the Pagid Racing and Mintex Racing brands and for industry applications under the Cosid brand.

TMD Friction Group employs more than 4,200 people worldwide with locations across Europe, the Middle East, the USA, Brazil, Mexico, China and Japan.

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