

## Press Release

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### **Textar demonstrates braking excellence with video campaign**

**LEVERKUSEN, 25 January 2024** Premium braking brand Textar has given customers an insight into the extensive measures it takes to develop the perfect friction formulation for every braking system as part of an ongoing marketing campaign.

Highlighting the areas that contribute to Textar's braking excellence, the brand's "In the pursuit of excellence" campaign focuses on precision, control, sustainability, and silence. The latest video to be launched, which shares the same name as the overall campaign, provides an overview of every area of focus.

Renowned for high-quality performance within OE and the aftermarket, Textar's reputation as a premium brand stretches back more than 100 years. While it is known for braking excellence, not all customers know exactly why. The latest marketing campaign was designed to inform about the time, investment, and expertise that goes into developing its unrivalled friction materials.

Uli Bast, VP Global Marketing, Communication and Brand Management, said: "With this campaign, we wanted people to understand that our products and solutions provide premium OE braking as well as maximum environmental and regulatory compliance for every current and future requirement in the worldwide car parc, whatever the driving conditions. At the same, we highlighted the facts that back up our claims. The result was a campaign that was engaging, educational, and emotive.

"Through a combination of eye-catching footage, dramatic music, and bold facts, we were able to successfully draw attention to all the hard work and expertise that goes in to delivering braking excellence."

#### **In the pursuit of silence**

The first video in the campaign, "[In the pursuit of silence](#)," focuses on the challenges of creating quieter brakes, especially for EVs when there are no motor noises to drown out braking sounds.

As the OE manufacturer of choice for leading EV models, Textar demonstrates the lengths it goes in the pursuit of silent braking. These include a dedicated Noise Vibration Harshness team and more than 350 noise dampening shim materials in its portfolio.

#### **In the pursuit of eMission control**

"[In the pursuit of eMission control](#)" shows how Textar is pioneering sustainable braking. From being first to market with copper-free brake pads for high-performance vehicles and lightweight brake pads for the aftermarket, to developing global eco-classification standards, [shaping the Euro 7 regulations](#), and [moving to renewable energy](#). Textar and its parent company, TMD Friction, are dedicated to leading by example for a greener, more sustainable future.

#### **In the pursuit of precision**

The most serious of the videos, "[In the pursuit of precision](#)" demonstrates the importance of safe braking products: brake performance can save lives.

The video highlights the extent Textar engineers go to ensure optimum safety through rigorous testing, various formulations, and unique solutions for every vehicle, never compromising braking performance.

With more than 50,000 friction formulations developed in the last three decades, working with almost 800 raw materials, each product is carefully designed for the specific brake system for an optimal and trustworthy performance.

## In the pursuit of control

“[In the pursuit of control](#)” showcases the brand’s rigorous testing procedures, even in the harshest conditions – such as on ice and snow. This ensures the highest level of safety and braking control in every driving situation.

The video provides insights into Textar’s quality control procedures: more than 38,000 hours of on-road testing each year in the most unforgiving environments, 2,000 hours dyno-testing and 300,000km road testing to develop the perfect friction formula for every temperature and terrain globally.

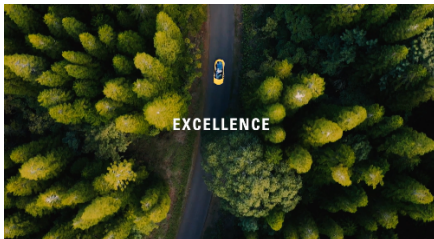
## In the pursuit of excellence

The latest video to be launched, “In the pursuit of excellence” highlights the key messages from the entire campaign, reaffirming why Textar remains a leading premium global braking brand.

Watch the Textar “In the pursuit of excellence” campaign videos [here](#).

To learn more about Textar, visit the [Textar home page](#). To find out which Textar products are right for your vehicle, visit the [Textar brakebook](#) online catalogue.

## Pictures:



Excellence6.png: The videos in Textar’s “In the pursuit of excellence” campaign can be seen on the [dedicated campaign website](#).

## 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 USA, Brazil, Mexico, China and Japan.

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