

SELLING POINTS

MODULE: Brake & Chassis

Category: 089 Foreign Branded Brake Pads



General Points

- Pads are in original packaging with Beck/Arnley label.
- 089 Product Category.
- Brands available are Sumitomo, ATE, Mintex, Jurid, TRW, Pagid, Textar, Nissin, Mobis, and Advics.
- Program focuses on applications from 1995-2010 and approved OE suppliers.

Target Group

- Program is especially appealing to import specialists and technicians who go to the dealership for high-end import vehicles. Beck/Arnley's 089 program is extremely competitive with dealer prices.

Major Competitors

- The dealer who is expensive. Beck/Arnley offers one single source with competitive pricing.
- Suppliers who claim to have OE but do not source by application from OE approved suppliers.

Beck/Arnley Differentiation

- No one else in the industry has a program like this. Beck/Arnley went to OE approved suppliers to spec only the true OE pads per application. Other sources may offer similar brands but no one has specified the OE approved supplier at the application level like we have.

Brand Highlights

Sumitomo	First disc brake manufacturer in Japan, has set the standard for Asian vehicle manufacturers. Supply product to all Japanese OEs.
Advics	Strong presence in Asian OE market, partially owned by Toyota. OE on number of Toyota, Lexus, Scion, Honda, and Subaru applications.
Mintex	Used extensively by European manufacturers.
Pagid	OE for VW, Daimler, BMW, and Rover. Strong presence in Europe's racing community.
Textar	Supplier to Jaguar and German OE vehicles.
ATE	Aftermarket brand of Continental Automotive Systems, among Europe's leading brake system manufacturers. OE to most European vehicle manufacturers from Italy to Sweden. Very strong in German applications.
Jurid	OE supplier to many European manufacturers, well known to BMW and Mercedes technicians.
Nissin	Used extensively on Honda and Acura vehicles.
TRW	Strong focus on safety, performance, comfort.
Mobis	OE supplier for Hyundai and Kia.

For specific application information, refer to our online catalog at www.beckcatalog.com

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