



For Immediate Release

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## Beck/Arnley Announces 10 Percent off Promotion on 089 Foreign Branded Brake Pads

**SMYRNA, Tenn., Nov. 10, 2010** – Beck/Arnley announces it is running a special 10 percent off promotion on its line of 089 Foreign Branded Brake Pads, now through Dec. 15, 2010. To take advantage of this limited time offer, simply purchase a minimum of 50 sets of brake pads per store or jobber location. As an added bonus, stores or jobbers who place an order before Dec. 5 will receive a free Kindle Wireless e-Reader just in time for the holidays.

“We’re making it easy for store and jobber customers to finish the year big with our national promotion available to our WD partners’ stores and jobber customers,” said Paul Farwick, vice president of sales for Beck/Arnley. “Don’t miss out on the opportunity to stock up on Beck/Arnley’s line of 089 Foreign Branded Brake Pads and save 10 percent.”

The OE Foreign Branded Brake Pad Program, which includes 5,934 applications with a focus on model years 1995 to 2010, complements the existing range of Beck/Arnley brand OE replacement brake pads. The brake pads are sourced from OE import suppliers and provide the foreign nameplate technicians with a direct equivalent to purchase instead of going back to the OE dealership.

Beck/Arnley carries the top, reliable Asian and European brands that are OE in the box, including Sumitomo (SEI), ATE, Mintex, Jurid, TRW, Pagid, Hitachi, Textar, Nissin, and Advics. Whether ceramic, organic, or semi-metallic, the material is driven by the OE application. These quality friction products provide excellent heat dissipation and stable braking action. Beck/Arnley incorporates its proprietary Application Specific Sourcing to offer a complete brake products program that provides an import solution that technicians will demand.

Visit [www.beckcatalog.com](http://www.beckcatalog.com) to see the OE brands listed by application.

For an electronic promotion form, the top 100 089 SKUs and the new number buyers guide, visit <http://www.beckarnley.com/beckarnleynewnumpromo.html>.

To place an order electronically, e-mail the order form to [ken.adams@beckarnley.com](mailto:ken.adams@beckarnley.com). To place an order via fax, send the order form to 615-220-3290. The 10 percent off code, OE8910, must be entered on the submitted promotion form.

For questions on ordering, contact Ken Adams at [ken.adams@beckarnley.com](mailto:ken.adams@beckarnley.com) or 615-220-3242.

### About Beck/Arnley:

Beck/Arnley is exclusively dedicated to supporting its distribution partners who service the foreign nameplate repair and maintenance market. Beck/Arnley supplies wholesale distributors, who sell to jobbers, and retailers. Founded in 1914, Beck/Arnley's broad product offering for the aftermarket is organized into six modules: Brake & Chassis, Electrical, Clutch & Driveline, Engine Management, Engine Parts & Filtration, and Cooling Systems. Headquartered near Nashville, Tenn., Beck/Arnley researches, sources and delivers parts to resellers through its Master Distribution Center in Smyrna, Tenn. and strategically located satellite distribution centers across North America. Additional information is available at [www.beckarnley.com](http://www.beckarnley.com).

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