

# CERAMICOOOL™

CERAMIC DISC BRAKE PADS



COOL

CLEAN

QUIET

www.ceramicool.com

Ceramicool™ is the revolutionary "true" organic ceramic formulation designed for cool, clean, quiet, and long-lasting operation for all vehicles. Ceramicool™ provides the ultimate in braking friction technology designed as replacement pads for OE ceramic applications or as a premium upgrade for all friction materials. Ceramicool™ is the "true" ceramic formulation. While other friction manufacturers claim to have "ceramic formulations", they are often nothing more than existing semi-metallic formulations with small amounts of ceramic particles introduced into the mix. Don't be fooled by "ceramic enhanced", trust the "true" ceramic formulation...trust Ceramicool™.

ADVANCED FORMULATION FOR, COOL, CLEAN, QUIET, LONG-LASTING OPERATION

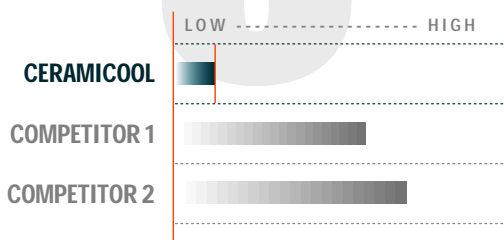
## COOL



UP TO 350 DEGREES COOLER

With a state-of-the-art advanced manufacturing process that includes OE style slots and chamfers and premium raw materials Ceramicool™ is specifically designed to dissipate heat equal to or better than any current formulation on the market. In laboratory testing Ceramicool™ pads operate up to 350 degrees cooler than the comparable semi-metallic formulations. The result is consistent braking power, without fade and without fail, each and every time you stop your vehicle. Even under the most extreme driving conditions Ceramicool™ is the "cool" performer.

### HEAT TEST



HIGH FADE RESISTANCE FOR LOW WEAR AND LONG LIFE FOR PADS AND ROTORS.



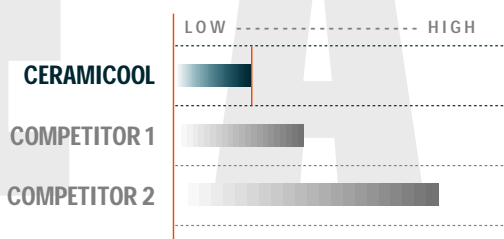
## CLEAN



LOW WEAR... GREATER LIFE SPAN

With less wear Ceramicool™ virtually eliminates the unwanted steel fibre dust contamination associated with most semi-metallic formulations. Your vehicle's wheels, rotors and calipers retain their showroom appearance throughout the extra miles provided by the longer life of Ceramicool™ pads. The superior heat dissipation properties of Ceramicool™ brake pads results in minimal rotor wear that extends the life of the braking system. Ceramicool™ is an environmentally friendly organic formulation.

### WEAR TEST



VIRTUALLY DUST-FREE FOR CLEAN WHEELS AND SMOOTH RUNNING BRAKE COMPONENTS.

## QUIET



ELIMINATE GROAN AND CREEP NOISE

One of the inherent properties of Ceramicool™ is its refined ability to dampen the harsh noises associated with the engagement of semi-metallic pads with the hard metal surface of the rotor. The Ceramicool™ organic friction formulation eliminates brake groan and creep noise associated with semi-metallic formulations.



For COOL, CLEAN, QUIET stops, make Ceramicool™ your choice for Ceramic Disc Brake Pads. Quieter, more effective braking results in fewer comebacks. This all translates into greater customer satisfaction and higher gross margins.

Also available are TruQuiet™ TruFit™ noise suppressing shims that can further enhance the benefits of OE style slots and chamfers which are standard on all Ceramicool™ brake pads.

LOW METAL CONTENT FOR LIGHTER WEIGHT AND QUIETER OPERATION.