

Hella Pagid expands product range of deposit-free brake calipers

- Product range grows: this time by 130 articles to more than 350 brake calipers from a wide range of vehicle brands
- Strong increase in vehicle applications to around 11,640 vehicle applications; market coverage with German manufacturers of over 70 percent

The Essen-based brake specialist Hella Pagid is further expanding its brake caliper portfolio. The range of brake calipers without deposit for the independent automotive aftermarket is being expanded by 130 articles to 352 articles for a wide range of vehicle manufacturers. The number of vehicle applications thus grows from approx. 8,200 to almost 11,640, resulting in coverage of more than 70 percent of the models of all German vehicle manufacturers.

In addition to the established "Reman" products, the remanufactured brake calipers with deposit processing, Hella Pagid has already been offering a range without deposit for a large part of the European vehicle stock since summer 2018. This makes Hella Pagid a pioneer on the European market.

"At Hella Pagid, wholesalers and workshops can choose between an extended range of new brake calipers without deposit and remanufactured brake calipers including deposit processing. With the former, workshops can dispose of the old parts directly when replacing the brake calipers," says Franziska Tormöhlen, Product Manager at Hella Pagid.

Deposit processing presents challenges for small and medium-sized wholesalers and workshops in particular. In addition to the process costs and the capital commitment for the deposit items, the storage capacity of the used parts is also decisive. With the expanded product range "New brake calipers without deposit", Hella Pagid is offering

Press release

Essen, 10 October 2023



an alternative to remanufactured brake calipers. "Our aim is to make our customers' everyday work as simple and efficient as possible," says Tormöhlen.

In doing so, customers benefit from tested quality. "We ensure that all brake calipers in our range not only meet, but even exceed, all valid criteria and specifications with regard to audited manufacturing processes, product tests as well as product quality," says Thomas Gorkow, Director of Product Management & Marketing at Hella Pagid. "Workshops can therefore offer their customers two options from a single source."

In addition, the new core-free brake calipers are characterised by an excellent appearance as well as a premium accessory kit, which also contains guide bolts in addition to components such as grease, rubber parts and screws. This in turn eliminates the need for time-consuming cleaning or expensive additional purchases. "We recommend replacing the guide bolts every time the brake calipers are replaced, so that the sliding mechanism of the floating caliper functions perfectly and the brake pads can wear evenly and without noise. That's why Hella Pagid has decided to supply workshops with the complete package right away," says Gorkow.

Note:

This text and corresponding photo material can also be found in our press database at: www.hella.com/press

Hella Pagid GmbH, Essen: The joint venture of the automotive supplier HELLA operating under the FORVIA umbrella and automotive supplier TMD Friction distributes brake components and accessories on the worldwide automotive aftermarket. Both partners have a 50% share in the joint venture. Hella Pagid benefits greatly from the expertise of the two automotive suppliers, skills which complement each other exceptionally well. This joint venture perfectly combines the strengths of two market-leading companies in original equipment, aftermarket, and service. TMD Friction is the world's leading manufacturer of brake linings, whose product portfolio combines top brake technology with constant innovation. Hella Pagid products are distributed via the HELLA global retail organisation.

Press release

Essen, 10 October 2023



For further information, please contact:

Hella Pagid GmbH

Timo Krämer
Senior Marketing Manager
Lüschershofstraße 80
D-45356 Essen
Tel: +49 (0)201 217600-25
Fax: +49 (0)201 217600-7425
Timo.Kraemer@hella-pagid.com
www.hella-pagid.com

HELLA GmbH & Co. KGaA

Daniel Morfeld
Spokesperson/Media Relations
Rixbecker Straße 75
D-59552 Lippstadt
Tel.: +49 (0)2941 38-7566
Fax: +49 (0)2941 38-477545
Daniel.Morfeld@forvia.com
www.hella.com