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BENDIX WILL BE READY

# Dual Brakes on All Cars

Can Bendix Corporation boost production of dual safety brakes from 350,000 to 3 million in one year?

The answer is "yes" because when the automobile manufacturers focused their attention on safety—Bendix was ready. All domestic 1967 cars will be equipped with dual brakes.

Bendix pioneered dual brakes, a split system, with one set of brakes taking over if the other fails.

A continuing research and development program and an expansion of facilities will enable Bendix to maintain its position as a leading supplier of braking equipment to the automotive industry.

Bendix sold 2.5 million dual and conventional brakes during the 1966 model year but because of its leadership in dual brakes, sales are expected to increase 20 per cent.




*ZERO DEFECTS DRIVE — Eclipse-Pioneer Division has re-named one of the main aisles in its plant "Zero Defects Drive." Marjorie Miller, right, an autosyn assembler, points to the new sign while Margaret Sawicki, an inspector, gives the "Zero Defects" high-sign.*

### EVERYONE TO BUY

This year Bendix produced 350,000 dual brakes for American Motors and General Motors Corp.'s Cadillac division. All of the "Big Four" auto builders will be buying Bendix dual safety brakes for their 1967 models.

The 3 million dual brakes Bendix expects to produce for the 1967 models will cost 85 to 95 per cent more than conventional brakes.

To handle the expected 10-fold increase in dual brake production, Bendix is deep in a $5.5 million expansion program which is adding manufacturing space at the Lakeshore division and Bendix Eclipse of Canada.

Lakeshore, located at St. Joseph, Mich., is engaged in a $4.5 million expansion program which includes a new foundry costing $2.75 million. A 32,000-square-foot addition has been built on the machining operation and $1.5 million in machine tools are being installed in it. When the expansion program is completed, Lakeshore's size will be doubled.

### EXPANSION

Bendix Eclipse of Canada, located in Windsor, Ont., has spent $1 million on two new machine and assembly lines. They are being used to build dual master cylinders.

Bendix is also expecting to sell more caliper disc brakes during the 1967 model year, another safety item. The corporation supplied the first caliper disc brake to be used on a production American passenger car.

## DISC BRAKE SALES

Autos which will be equipped with disc brakes in 1967 include the Buick Riviera and Wildcat, Plymouth Belvedere, Dodge Coronet and Charger and all American Motors cars.

Looking to the future, Bendix is continuing development of collapsible steering columns, full power brakes and anti-skid devices, all important safety items with good potential markets.

Products Automotive engineers are conducting a study for the U.S. General Services Administration to determine the feasibility of anti-skid devices for passenger cars and other vehicles.

In addition, Bendix has purchased the 800-acre proving grounds of the Studebaker Corporation at South Bend, Ind. It is the first automotive test facility to be owned and operated by an independent supplier to the automotive industry.

"The Automotive Development Center is essential to our development program, especially in view of the continuing emphasis on automotive safety," said Charles E. Heitman, Bendix vice-president and group executive.