

MR. J. H. DEITERING

W. C. CHISHOLM

ABEX BRAKE LINING

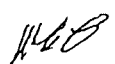
BRIDGEWATER

ALLENTOWN - Zip 481

APRIL 23, 1979

Reference your memo of April 3rd to Don Bruner requesting comments on marketing Abex brake lining under the new trademark "Maxi-Bilt", in reviewing this with Engineering, they are in agreement with Service Operations here that it would be an error to market the current Abex lining, for our experience is that we have excessive drum wear and I do not think that just changing the trade name under which we market the product will solve this problem. It is Engineering's and Service's opinion we should not expose our customers to any kind of secondary problems that could be caused by a product we market or merchandise when we know of the problem even before we sell it.

A quick check shows that Abex has not changed their formulation on the 551D type lining and that customers who use it will be subject to faster than normal drum wear rate. Engineering and Service is in agreement that this product should not be marketed by the Service Parts Group.


W. C. CHISHOLM

WCC/jt

cc: Messrs. I. G. Detra
R. J. Matthews
D. F. Musfeldt

APR 24 1979 I.G.D.

BUS-0028

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