

INTRODUCTION

The Best Technicians Deserve the Best Parts



"The man who will use his skill and constructive imagination to see how much he can give for a dollar, instead of how little he can give for a dollar, is bound to succeed". This quote by Henry Ford is just as true today as it was when he founded the Ford Motor Company a century ago.

With this in mind, the people of Ford Motor Company have created top-quality parts, while providing the value today's cost-conscious consumer demands.

Ford offers two different types of brake components to your customers. These are:

- **Original Equipment (OE)** - OE parts are the best that can be installed on a vehicle. Engineering OE parts requires years of research and are designed specifically for the year and model vehicle on which they're installed. OE parts set the standard for the industry, and are unmatched for balanced performance.
- **Motorcraft** - Motorcraft brake components are designed for the driver that wants the best quality at a competitive price.

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