

REPLACEMENT BRAKE COMPONENTS

Motorcraft Super Duty "Hard-Working Parts for Hard-Working Vehicles"



The average driver will apply their brakes an average of 20 times in a five mile trip. On a vehicle driven 15,000 miles a year that equals 60,000 brake applications. Now imagine how many brake applications a year occur on a fleet vehicle that is driven 50,000 miles or more!

To meet the challenge of servicing these high-use vehicles, Motorcraft has developed the Super-Duty line of brake pads. Super Duty Pads have been specifically engineered to deliver maximum durability on fleet vehicles that work hard for a living!

Motorcraft Super Duty Brake Pads undergo the same rigorous design and testing as conventional Motorcraft Pads, plus they have additional features to help keep fleet vehicles on the road. These include:

- **Ford Tested Friction Formulas** - Based on testing, Ford engineers have selected Super Duty Brake Pad friction formulas specifically for fleet vehicles. This "tailoring" of friction material is designed to deliver increased fade resistance, pad life and reduced rotor wear under the harshest, high-heat conditions.
- **Backing Plate Design and Treatment** - Just as a house is only as strong as it's foundation, a brake pad is only as good as it's backing plate. Super Duty backing plates have increased bonding elements between the plate and the friction material, and are painted with Ford's "Blue" Powder Coat finish to reduce corrosion.

When it comes to fleet operators miles are money! They want their vehicles on the road, not on your hoist. Give them the high quality service they need to make their living, and they will give you more than enough business to help you make yours!

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