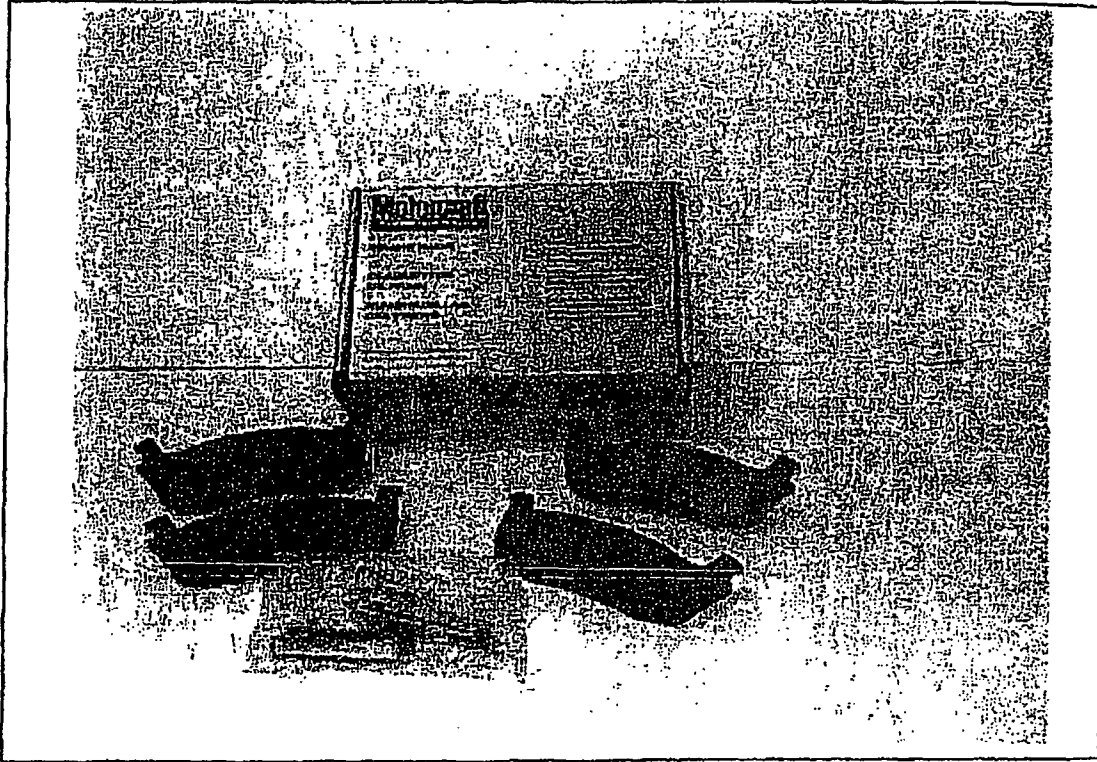


REPLACEMENT BRAKE COMPONENTS

"Why Are Motorcraft Pads and Shoes Better than the Aftermarket Brands?"



As a Ford Brake Service Technician you've probably wondered what makes Motorcraft Brake pads and shoes better than aftermarket pads and shoes. Some of the reasons include:

- Premium formulations selected specifically for Ford applications by Ford Engineers.
- Testing completed on each formula to ensure they meet Federal Motor Vehicle Safety Standards (FMVSS 105, FMVSS 135), for stopping distance & fade resistance (the same standards as OE).
- Shims, slots, and chamfers (which help reduce brake noise) to match Ford OE - not the FMSI standards, which are all that's required by our competitors.
- These features improve durability and reduce noise.
- Attaching hardware in 40% of kits based on their need for replacement.

Motorcraft brake parts help you provide your customer with the quality brake service they want, at a price that's competitive with the aftermarket!

Produced by Ford Motor Company
MOTO 000032