

quality and technical leadership.

Phoenix is our vehicle to do this.

The mission of Phoenix is to transform Winchester into the low-cost friction material producer worldwide.

The employment of state-of-the-art technologies combined in unique ways are the primary means to achieve this mission. There are, however, three major factors that will be considered throughout the project:

1. Alternatives to asbestos.
2. Continued high product quality.
3. Changing customer needs.

Many of the specific features of the Phoenix project address several of these major factors as well as primary mission.

Milestones of the project include:

- 1987 - Introduction of automatic unit molding and automatic finishing for disc brake pads.
- 1988 - Integrated strip finishing lines.
- 1989 - Complete automated block processing.

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