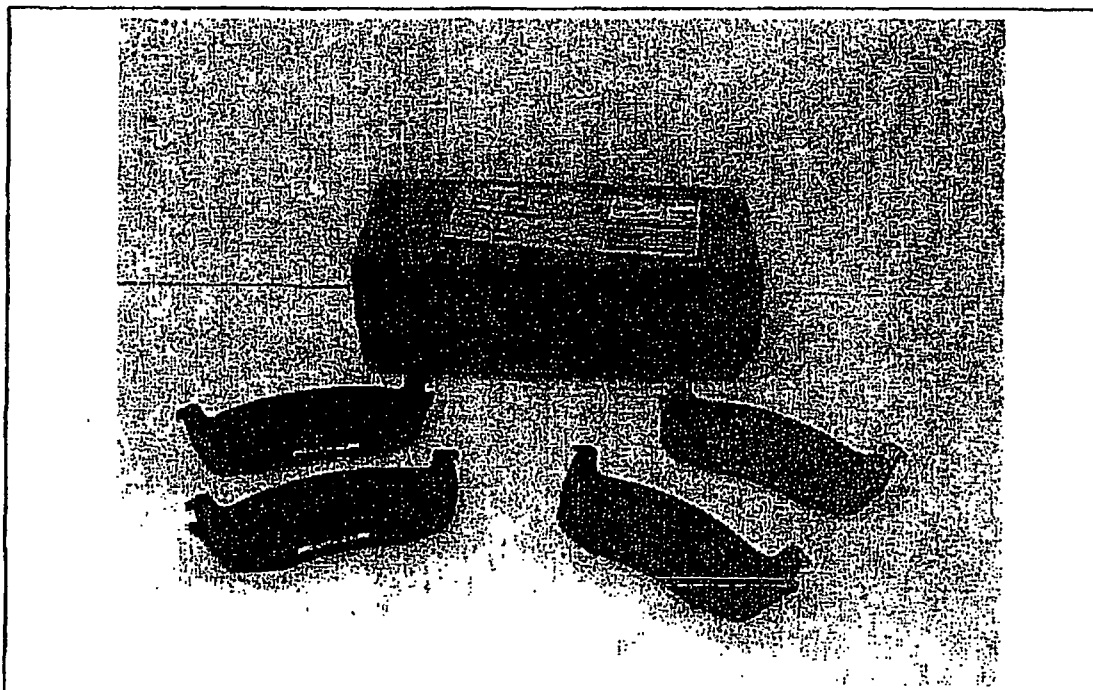


REPLACEMENT BRAKE COMPONENTS

Ford Original Equipment Parts "When Only the Best Will Do".



The people at Ford Motor Company build cars and trucks for every type of driver. From economy models that provide the driver day-to-day transportation at an economical price, to luxury and performance vehicles to fulfill the requirements of the most demanding drivers.

Designing and developing the brake system for each type of vehicle requires the best efforts of countless designers, engineers, and manufacturing personnel and cost of millions of dollars.

The results of these efforts are the highest quality brake parts that are specifically designed to meet the requirements of each individual vehicle.

OE parts are the standard that all other brake component manufacturers try to meet. Reasons that OE parts cost more include:

- There are more than 100 OE brake pad friction material formulas that are very specific to the vehicle and can take up to 1 ½ years of research to develop.
- Materials are always the highest grade including Fine blank backing plates to ensure the smoothest movement in the guide clips – 30% cost increase from aftermarket.
- Most sophisticated use of shims, slots, and chamfers to reduce noises.
- Most controlled manufacturing environment.
- Design Verification Plan and Report (DVPR) Tests cost well over \$100,000 per formula tested

Produced by Ford Motor Company
MOTO 000031

If aftermarket manufacturers built brake parts to OE standards they would cost as much or more than OE. Therefore they must cut corners in product quality in order to cut price.

Whenever a customer wants the best possible brake service, use only Ford original equipment parts!