



Presented by: **FDP**
FRICTION SCIENCE



What: GOODYEAR BRANDED BRAKE PROGRAM

About The Manufacturer:

- The company behind Goodyear Brakes is FDP, a US based manufacturer of friction materials since 1969. With over 50 years of OE experience, FDP brings the quality and performance of OE brake pads and shoes directly to the aftermarket. FDP clients include OE manufactures, retailers, program groups, warehouse distributors, exporters, and other brake manufactures. FDP is extremely proud to be trusted by Goodyear to turn its passion for braking into this exciting new Goodyear Brakes program.

Brake Categories Included:

- Brake Pads and Shoes
- Drums and Rotors
- Calipers



Features & Benefits:

- Vehicle and application specific formulations provide premium stopping effectiveness, control and durability.
- Patented Vulcan Braid Shim technology to eliminate noise.
- Slots and chamfers that match OE specifications to reduce noise, vibration and brake fade.
- Powder coated backing plates for maximum corrosion protection.
- Premium hardware kits are included where required.
- Application specific design to ensure trouble free installation
- Precise CNC Machining for efficient braking and quiet operation
- 100% balance tested to eliminate vibration and extend product life
- AntiOX Max full coating for maximum corrosion protection and performance appeal
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- Banjo Bolts included where applicable
- Mounting brackets & hardware included

High Points:

Sell a powerful brand such as Goodyear in a brandless brakes space

Unique F&B's differentiate product from competition

- Truck & SUV segmentation
- Vulcan Braid Shim
- AntiOx Max Coating
- Made In USA Friction Program

Industry best tech support

Comprehensive and strategic marketing program

Email us at Sales@GoodyearBrakes.com
for program information

