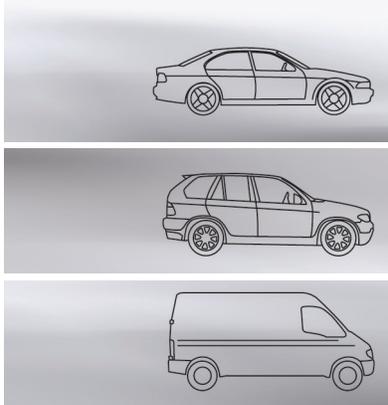


COMPETITOR TEST

N°4  
DURABILITY  
CONTROL



# FERODO BRAKE PADS LAST LONGER

You can tell the quality of your brakes by measuring a number of factors, including stopping distance, pedal feel and noise. Ferodo outperforms the competition in these three fields. We can now add a fourth: durability.

## **BRAKE DURABILITY HAS QUITE AN IMPACT ON DRIVING SAFETY AND COST**

To put it simply, brake durability is how long your brakes last. This is influenced by both brake pad and brake disc wear. Brake pad wear is a normal part of the friction process, and brake pads typically need to be replaced more regularly than the disc. But if you choose the wrong brake pads, they can be too harsh on the disc. They will wear it down much faster than usual, sending repair costs soaring. The result? Dissatisfied customers.

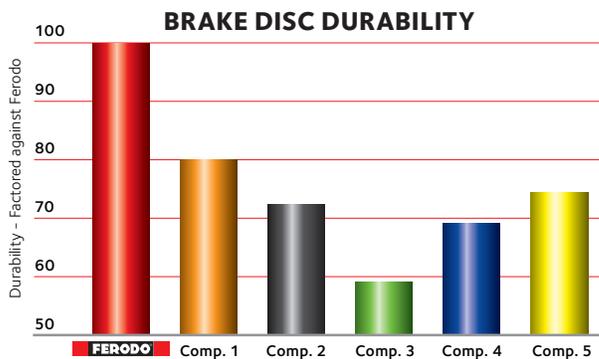
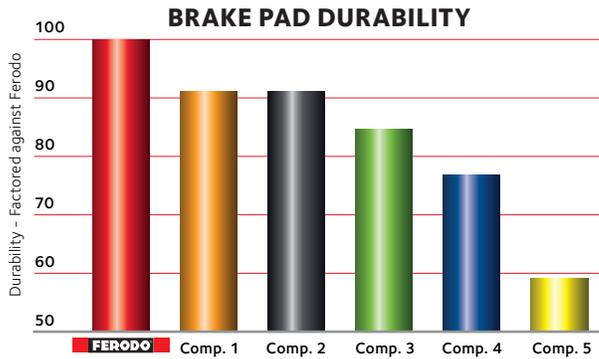
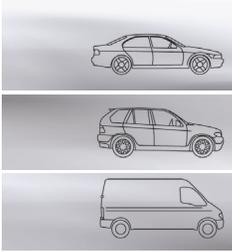
## **FRICION MATERIAL FORMULATION EQUALS BRAKE PAD LIFE**

A brake pad's friction material is designed to provide optimum friction against the brake disc. But each vehicle has different specifications – top speed, weight, aerodynamic design – all which influence the requirements the friction material should meet. This makes the development of friction material formulations exceedingly complex. Friction materials also need to cope with varying external circumstances. Just think of vehicle loads, temperatures generated by friction, driving styles, stopping distances, urban or highway driving, wet or dry weather conditions, etc.

Ferodo friction materials offer you all that and more. Each of our brake pads has its own unique formulation mix, providing an individual solution for each application. That's why Ferodo brake pads provide not only effective stopping power, but lasting brake quality too. We compared the life of Ferodo brake pads to that of competitor pads. Once again, we came out on top: **Ferodo brake pads last 10% longer than the next best supplier, and ensure 68% longer pad life than the worst.**

COMPETITOR TEST

# N°4 DURABILITY CONTROL



## THE RIGHT BRAKE PADS PROLONG THE LIFE OF YOUR BRAKE DISCS

Brake discs also wear out as a result of the friction process, and some brake pad friction materials are too harsh for the disc. This will wear out the disc much faster, possibly to the point where pads and discs need to be replaced simultaneously – a costly affair, as brake discs are more expensive than brake pads.

To prevent this, Ferodo looks for a good compromise between pad and disc life. We want to make sure that you get maximum safety and stopping power with minimum brake pad and disc wear. **In our testing, Ferodo brake pads keep the disc in better shape: they ensure longer disc life than the competitors' brake pads.**

#### Test parameters

- This test is a route simulation of 1.5 hours duration, or 240 brake applications.
- Test repeated 12 times to generate predicted life figures for pad and rotor.
- Test simulates mixed vehicle running in paragraphs (slow speed city driving, urban road, hill ascent/descents, high speed autoroute mileage)

**Vehicle:** Ford Transit. Caliper: Bosch ZOH2x48

**Disc:** 300 x 28mm. Vehicle Inertia: 122.0kgm<sup>2</sup>