



QuietCast™ Premium Disc Brake Pads

From the Worldwide
Leader in Braking
Technology



BOSCH

Invented for life



From the Worldwide Leader in Braking Technology

Today, one of every three Asian, Domestic and European vehicles on the road in North America includes Bosch braking components. That's because Bosch has been a key player in the braking industry since applying for its first brake system design patent in 1936. Bosch introduced Antilock Braking technology to market, as well as Electronic Stability Control systems. Now Bosch brings over 70 years of OE braking expertise to the aftermarket with Bosch QuietCast™ Premium Disc Brake Pads.

*on selected applications

QuietCast™ raises aftermarket brake pad technology to a whole new level. Employing the industry's best pre-attached, rubber core shims and Molded Shim Technology,* QuietCast™ delivers the quiet operation you and your customers expect with the durability and long life that are the hallmarks of all Bosch products.

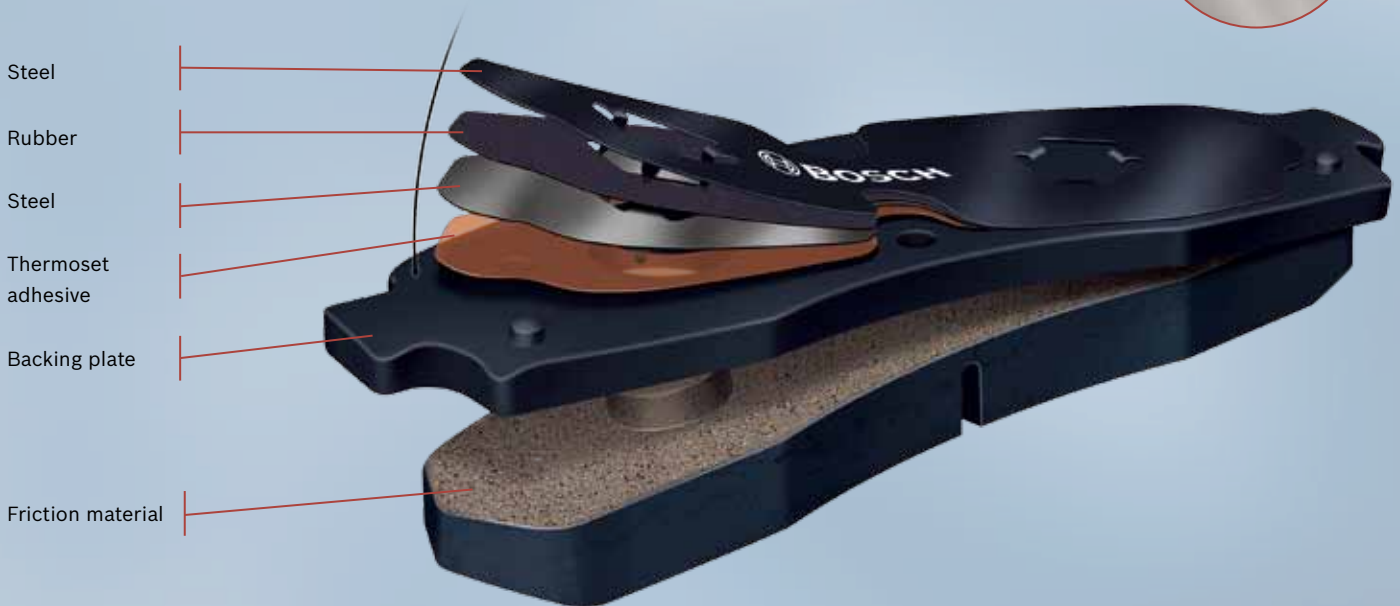
Bosch is the name you can trust... every time you put on the brakes!

From the Worldwide Leader in Braking Technology

Rubber Core Shim



Molded Shim Technology*



*on selected applications

Engineered, Manufactured, Distributed and Backed by Bosch

Bosch is closely involved in every step of the QuietCast™ process:

- ▶ Worldwide R&D network with 2,500 associates and nine test tracks
- ▶ Dedicated engineers source and rigorously test all friction materials and formulations
- ▶ Manufactured under the same exacting quality standards as OE components and systems
- ▶ Rigorous physical and dynamometer testing

The Complete Brake Pad Solution

There's more to value than just a good price. Value also includes quality, extensive coverage, reliable supply and manufacturer support. And that's just what you get with Bosch. The QuietCast™ Premium Disc Brake Pad program offers top quality, availability, competitive pricing and full coverage for all makes and models of Domestic, Asian and European automobiles, light trucks and SUVs. Formulations include platform-specific ceramic, semi-metallic and non-asbestos organic (NAO).

Bosch is recognized by OE manufacturers worldwide as a premium quality brand and now brings its braking system expertise to the automotive aftermarket.

QuietCast™

The Science Behind the Silence

Every Bosch QuietCast™ Premium Disc Brake Pad is fitted with the industry's best pre-attached rubber core shim. This shim style is the most predominant type used by OE manufacturers and is exclusively offered by Bosch for the independent aftermarket.

- ▶ The laminated rubber-core shim is heat and pressure cured between two layers of steel (see Figure 1, opposite page). This process ensures the highest quality bonding of the rubber to steel resulting in lower noise, increased strength, and corrosion resistance.
- ▶ Sound vibrations pass through the friction material and backing plate, but are dissipated by the unique rubber core in the shim for remarkable noise dampening (see Figure 2 below).



Figure 2

Molded Shim Technology (MST)

- ▶ At the time of pressing, heat, adhesive and pressure mold the multi-layer shim to the backing plate and friction material creating an integrally molded unit.
- ▶ Shim stays attached throughout the life of the pad; won't walk or slide on the backing plate.
- ▶ Provides maximum stability resulting in quieter shim performance over the life of the pad.



Program Elements

| | |
|-----------------------------|-------------------------------------------------------|
| Market coverage | Full-line Domestic, Asian and European |
| Friction material | Advanced, platform-specific ceramic/semi-metallic/NAO |
| Chamfers and slots | on selected applications |
| Powder-coated backing plate | ✓ |
| All integrally molded | ✓ |
| Unimold design | ✓ |
| OE style rubber-core shims | ✓ |
| Molded Shim Technology | on selected applications |
| Hardware kit included | on selected applications |
| Electronic wear sensor | on selected applications |
| Synthetic lubricant in box | ✓ |
| Pads individually wrapped | ✓ |



Premium Packaging

Bosch QuietCast™ Premium Disc Brake Pads are packaged in protective corrugated boxes featuring high-impact graphics and tri-lingual copy to accommodate NAFTA market requirements. Illustrated labels include axle position and pad diagram.

On the inside, brake pads are individually wrapped for extra protection. Each box contains a packet of synthetic lubricant and for selected applications, a hardware kit is also included.

The Bosch QuietCast™ program features a dedicated package highlighting the features and benefits of ceramic formulation, providing a clear upsell opportunity.



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