



## CARLSON'S "PAD INSTALLATION KITS"

.....AFFORDABLE DISC HARDWARE FOR THE FIRST BRAKE JOB.

### Replacing hardware with every brake job.

The service professional has recognized the benefits of **using new hardware** to bring brake performance back to new, OE performance. New hardware means less comebacks, reduced 'brake' noise, reduced warranty cost, and a better performing brake system.

### New Hardware for the Moderately Used Vehicle.

On the first brake job, where vehicles typically have 20,000-50,000 miles, reusing the old, stressed hardware is commonplace. While the rubber parts still look 'ok' to reuse, the pad clip's load-retention and anti-rattle capabilities will have degraded and are no longer performing the job they were designed to do.

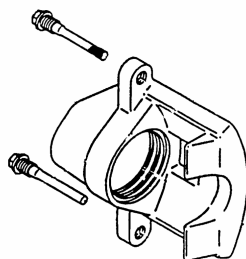
### Brake System Designs Have Changed.

The majority of new brake system designs, Domestic and Import, have moved to a brake design that utilizes caliper abutment and Pad retention clips extensively. (See the illustration below) "The old D52 design is dead". OE brake designs now rely on brake hardware to play a larger role in the brake system.

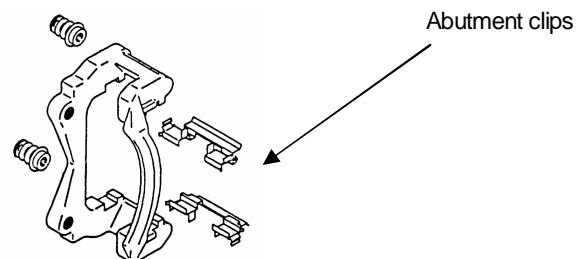
(i.e. The 2003-04 Ford Explorer has 44 individual hardware pieces: front and rear)

### Hardware Affordability For the First Brake Job.

With the explosion of hardware on new vehicles, affordability is playing a key role. Carlson's new Pad Installation Kits answer the affordability issue by creating a kit that carries just the key parts for that newer vehicle.



"Abutment Clip" style calipers



## Frequently ask Questions:

### **Q: What are Pad Installation kits?**

A: Pad Installation kits are axle disc brake hardware kits that are used, as the name suggests, for the installation of the brake pads.

All Pad Installation Kits will contain clips incorporating Carlson's Quiet Clip™ technology.



### **Q: How are Pad Installation kits different than the traditional hardware kits?**

A: These new "P" kits will contain caliper abutment clips and pad retention clips. A traditional domestic kit generally contains rubber bushings, pin boots and grommets as well as the clips.

### **Q: What will be the pricing for these new ' P ' kits? Sounds like a Better, Best choice?**

A: The Majority of these "P" kits will have a jobber price range of \$5-7.00. The average "traditional" disc kit averages \$16.00 plus at jobber. (Similar reasons why one consumer will choose the inexpensive pad, while another, will choose the best disc pad available. These new P kits will give the consumer an affordable option with the assurance of a good brake job.

### **Q: Will all Disc Pads/Vehicles be covered with the Pad Installation Kits?**

A: No. Only the vehicles that utilize caliper abutment and pad retention clips in the design. Our initial offering will be in the 150 sku range, covering about 200 top pad sets. Depending on the area, about 50 sku's will cover 80% of the pad sales with the abutment clip style brake design.

### **Q: What will be the new part numbers , and when will they be in the Carlson catalog.**

A: The Pad Installation Kit part number will use the base pad "D" number.

i.e. Pad D562. the new Pad Installation Kit (P) number will be P562.

The P kits will be in the New Carlson C-101 (2006) catalog, due out in August, 2006.

The P kits will also be included in the mini C-100 pocket reference guide.

### **Q: Will Carlson offer an assortment pack of the top numbers for the stocking Dealer?**

A: Yes. Carlson will offer a "Top 25" assortment pack. This assortment will be very affordable for the Dealer, while providing coverage for those vehicles they see every week. This assortment will also be available, August 2006, along with other POP material and Sales Aids.