

POWERSTOP®

WE PROVIDE BRAKE SOLUTIONS FOR EVERY DRIVER



FOR DAILY-DRIVER, STOCK REPLACEMENT UPGRADES

Z17 EVOLUTION

Quiet, low-dust braking from ceramic brake pads with multi-layer rubberized shims

Pair with Genuine GEOMET® coated rotors for maximum protection against rust & corrosion



FOR TOWING, OFF-ROAD,
HAULING UPGRADES

Z36 TRUCK & TOW

Engineered to tackle your heaviest loads and towing needs

Carbon-Fiber Ceramic brake pads for heavy-duty stopping power

Equipped with noise-insulating stainless-steel shims

Pair with Drilled & Slotted rotors that keep brake temps cool and look great behind the wheel!



FOR LUXURY, PERFORMANCE
PASSENGER CAR UPGRADES

NEXT GEN

Superior stopping power with Carbon-Fiber Ceramic compound, in addition to low-dust and virtually noise-free braking

Dual-Grip™ shim technology helps eliminate pedal pulsation for a smooth ride

Copper-free formula that is better for the environment

LIMITED AVAILABILITY. CHECK YOUR CATALOG
FOR AVAILABILITY OF EACH APPLICATION.

FOR LUXURY, PERFORMANCE
PASSENGER CAR UPGRADES

NEXT GEN EURO

Next Gen Euro addresses the noise and dust complaints associated with European vehicles, without sacrificing performance

Next Gen Euro also has all the same features and benefits as Next Gen

LIMITED AVAILABILITY. CHECK YOUR CATALOG
FOR AVAILABILITY OF EACH APPLICATION.

FOCUSED ON THE CUSTOMER AND THEIR LIFESTYLE

DAILY DRIVERS

JOHN

*Drives an SUV, truck or similar
Low-dust, noise-free are important
Passionate about his vehicle and aesthetics
Wants good quality parts for maintenance or best value and a brand he can trust*

JILL

*Drives a minivan, crossover, sedan or other "daily-driver"
Budget-conscious shopper
Seeking maximum value and options for stock replacement parts
Relies on technician and online reviews*

HEAVY DUTY DRIVERS

TIFFANY

*Drives a truck or Jeep
Needs better stopping power for heavy towing and/or to accommodate larger tires
Passionate about vehicle & brake performance
Savvy consumer seeking something better than "stock replacement" parts at a good value
Low-dust, noise-free is important secondarily to performance
Active on social media to showcase branded lifestyle*

KURT

*Owns or operates a fleet of vehicles
Needs solutions with heavy duty stopping power for multiple vehicles
Serious about stopping power & handling heavy loads
Working professional seeking reliable parts at a good value*

SPIRITED DRIVERS

CHRIS

*Drives a performance or modern muscle car
Passionate enthusiast that is constantly looking for "performance upgrades"
Needs better stopping power for increased horsepower
Vehicle aesthetics are **very** important
Willing to pay a premium for performance parts*

ANDREA

*Drives a luxury or luxury import car
Passionate enthusiast that is constantly looking for "performance upgrades"
Needs better stopping power for increased horsepower
Brake dust is a nagging pain-point
Willing to pay a premium for performance parts*

PROVIDING SOLUTIONS THAT FIT THEIR NEEDS