

POWERSTOP®

Power Stop is pleased to present its Evolution coated premium rotor program. The entire rotor surfaces including deep in the vents are treated with a thin layer of GeoMet coating. Genuine GeoMet protects against rust and corrosion without influencing the vehicles braking performance. The aluminum silver color integrates perfectly with the style and design of todays open alloy wheels.



Tech's want a better rotor and are willing to pay a reasonable premium over economy rotors.

Power Stop distributors that have added Evolution Genuine GeoMet coated rotors are enjoying incremental sales and dollar margin growth, some large distributors have actually replaced their economy product with Evolution.

Looking back; OE car manufacturers are very concerned and reactive to consumer opinions and negative feedback, for decades the top two brake related complaints were excessive noise and dust. The eventual solution was the introduction of ceramic friction compounds, today, 85% of vehicles produced come OE equipped with ceramic brake pads.

Technology that predominates at OE invariably transcends to the after-market. Originally, all OE brake pads contained asbestos and performed well. Later attempts to replace the asbestos with Kevlar and other materials failed, non-asbestos semi-metallic formulations solved those issues and dominated at OE followed by the after-market. Almost immediately the excessive noise and dust complaints from consumers lead to the next generation of non-asbestos ceramic formulation. What sticks at OE, sticks in the after-market. Today 85% of vehicles produced by OE are equipped with ceramic which has all but eliminated the noise/dust issues.

The Evolution of OE rotor coatings Today the number 1 consumer complaint with OE brakes is surface rust that can be seen through the open wheel designs.



Cozmoline was the first coating material used by the OEM's.

While Cozmoline was an effective rust preventative, it was nearly impossible to remove. Brake cleaner, a putty knife and lots of elbow grease only partially removed the coating for the braking surface.



OE Plain

Later, other attempts by the OE proved ineffective or even dangerous to humans so they reverted to a light machine oil type coating which only prevented rust before the rotor was installed. Going back 5 or more years, this plain rotor type was the OE norm.



GM OE fully coated

The Solution;

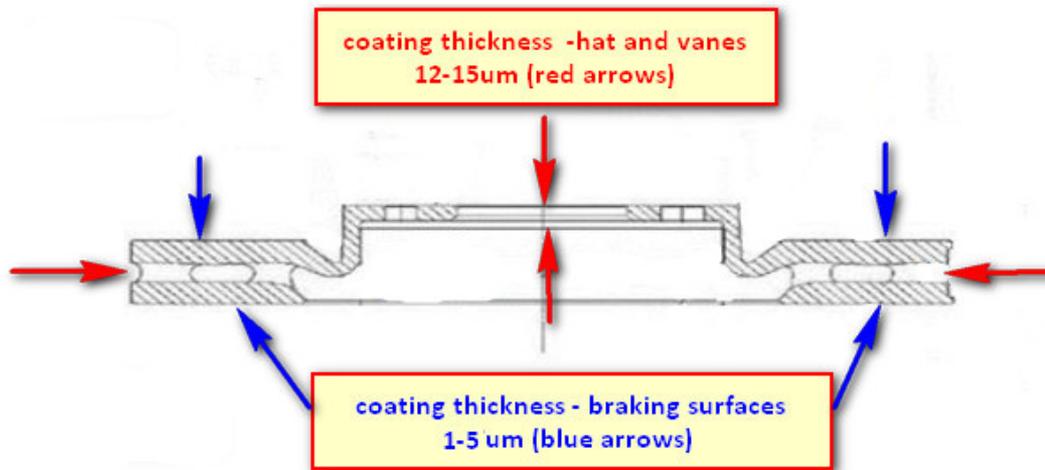
Genuine Geo-Met fully coated rotors are now the preferred coating at OE and Power Stop.



EVOLUTION GEOMET

EVOLUTION **COATED**

GENUINE GEOMET® COATED ROTOR



- Excellent Anticorrosion Protection on Every Rotor Surface
- Great Braking Performance Out of the Box
- High Temperature Resistance (over 400°C)
- Color Match with Aluminum Alloy Wheels



[Click image to start video](#)

Tech response has been tremendous! When we launched the genuine GeoMet coated rotors under the same great Evolution brand, the program was immediately perceived as a best in quality. Evolution ceramic brake pads are a favorite among professional installers, the Evolution coated rotors are immediately accepted as very high quality.

Power Stop distributors are growing rotor & pad sales incrementally as a result!

POWERSTOP®

EVOLUTION **COATED**

GENUINE GEOMET® used by leading OEM's worldwide.

Rotor factories must be officially licensed to apply GeoMet coating. Higher cost OE material and licensing requirements are significant barriers to entry for economy rotor suppliers.

GEOMET® 360 has been specially formulated to protect brake discs against corrosion. The brake disc surface can be totally treated with a coating at a thin layer, still providing high performances without any influence on braking characteristics. GEOMET® 360 is obtained from a water-based dispersion of zinc and aluminum flakes. The color of the coating is silver.

Among our world class references

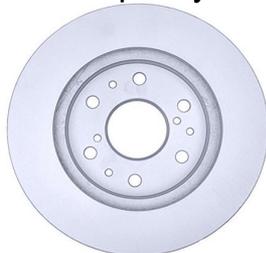
BMW ● Brembo ● Continental Teves (ATE) ●
Daihatsu ● Honda ● Hyundai ● Isuzu ● KIA ●
Mazda ● TRW ● VW



Domestic OE's & Power Stop fully coat with **GEOMET® 360**



FORD OE



GM OE



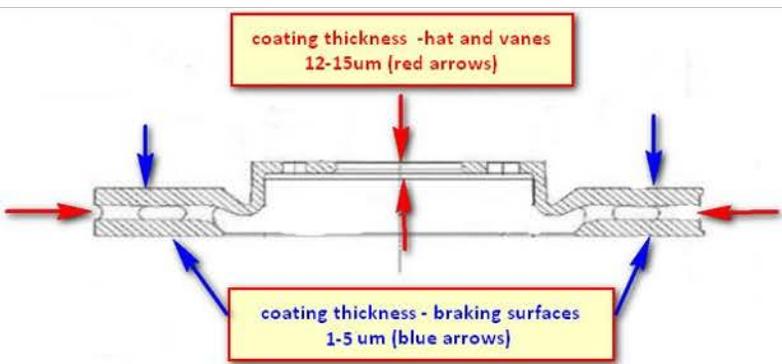
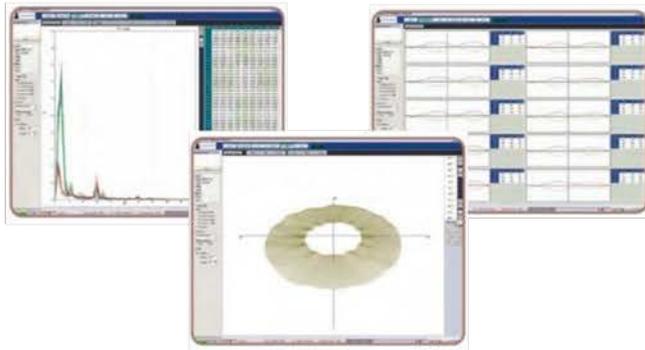
CHRY OE



Power Stop is known for providing very high quality products at mid-grade price points. Our rotors are no exception, whether drilled or coated start with the highest quality rotor castings available. OE vane configurations and weight.



- Elimination of Operator Measurement Error
- Rotor DTV and Lateral Run-Out are Measured Using “Non-Contact” Capacitance Sensors
- Precision Air Bearing Spindle is Used During the Measurement Process to Eliminate Fixture Measurement Error Ensuring Accurate Measurements
- Measurements Are Taken at Three Different Diameters Across the Rotor Surface to Assure a Complete and Accurate Assessment of the Rotor Surface
- Rotor Test Bench Includes a Granite Surface Plate Which Minimizes Measurement Variation Due to Temperature Fluctuation
- 3 Dimensional Rotor Image Produces Clear Visual Representation of Rotor Surface, Highlighting Potential Areas of Concern



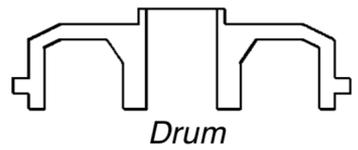
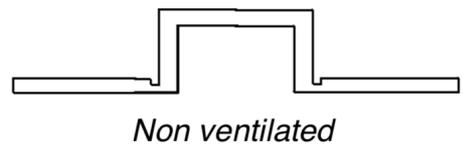
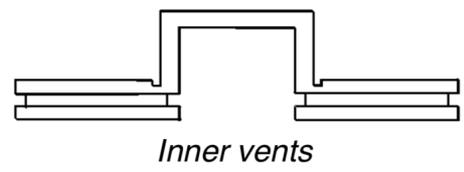
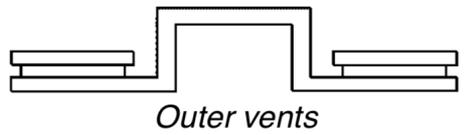
- Excellent Anticorrosion Protection on Every Rotor Surface
- Great Braking Performance Out of the Box
- High Temperature Resistance (over 400°C)
- Color Match with Aluminum Alloy Wheels

POWERSTOP® EVOLUTION COATED GENUINE GEOMET® COATED ROTOR

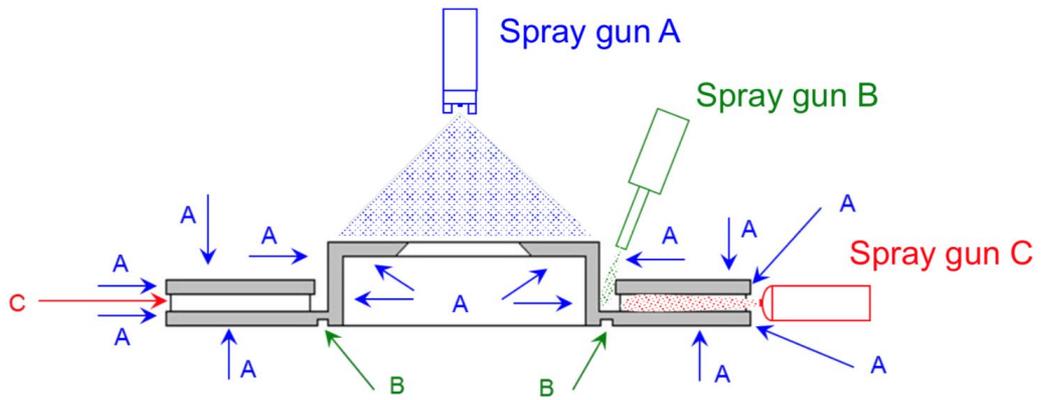
GEOMET® used by leading OEM's worldwide.



Coating Process Capable of Coating Every Application Specific Rotor Design



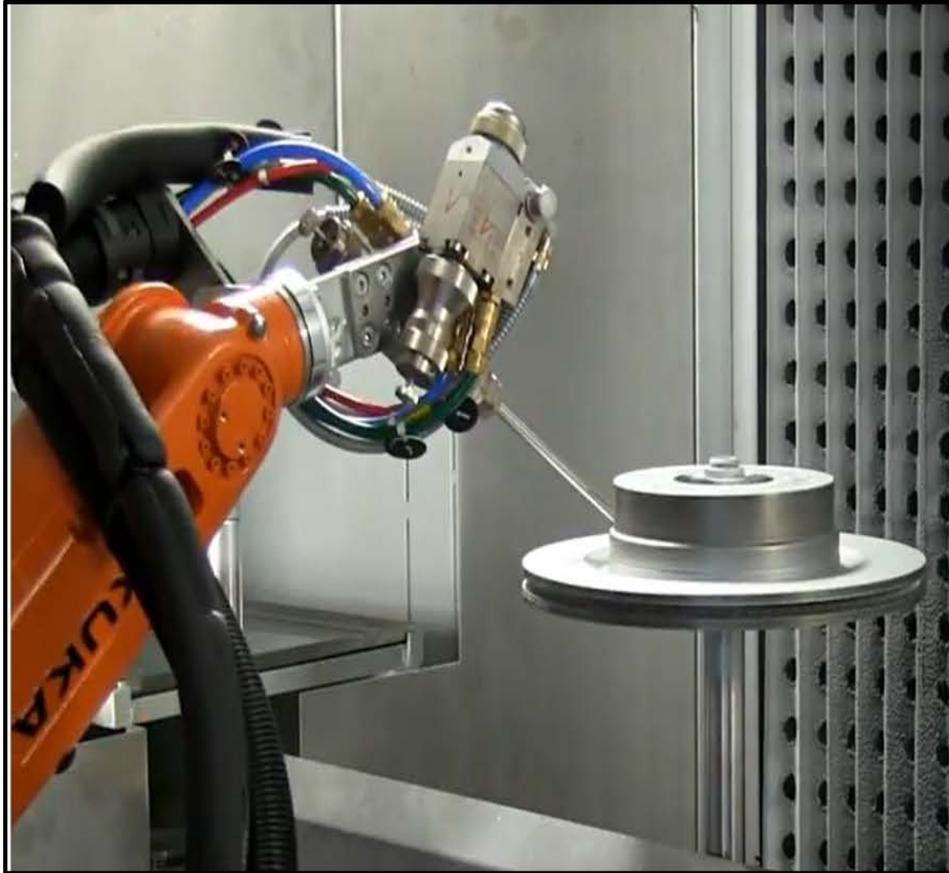
Spray Gun Locations



Good spray process design is the only solution to effectively control coating thickness and optimize corrosion protection

Actual coating spray process

GEOMET® 360



Competitive Advantage



Black painted and partially coated rotors do not address the DIFM market demand for a premium rotor. No high carbon content on critical Euro applications, lacking adequate breadth of overall coverage. Value equation impact is lost at the shop level!



“Black Hat” rotors are not the OE choice.

First introduced to visually indicate higher rotor quality with the additional benefit of corrosion resistance.

Lacks coverage; Durago EP offers 468 total skus Vs Evolution by Power Stop with over 1,000 skus on plan. No high carbon on critical Euro applications.

Retailers house brand rotors are missing the mark with black paint on the exterior hat and rotor edge. No protection on the mount side of the rotor or down inside the cooling fins.

Retailer version; Mount side has no paint or protection.

Partial or Semi-coated has very limited OE usage and is esthetically unappealing!

GCX for example requires continual reselling and explaining why its the only partial coat rotor in the after-market.

No brand relationship between rotors and pads handicaps the marketing synergy & cross promotion opportunity.

No GCX high carbon on critical Euro applications, the only option from Centric is black hat. The Hub mounting service is not coated, a key feature Techs notice.

Inferior packaging, black ink flooded over cheap thin corrugate implies economy product quality.



No agenda to market as matched components



Coating appears as over spray vs. protective

Competitive Advantage, continued



A perfect match!
Friction drives the purchase,
rotors complete the sale!

Power Stop® Evolution Coated rotors are priced to compete with brands using an imitation coating and with “Black Hat” rotor programs.

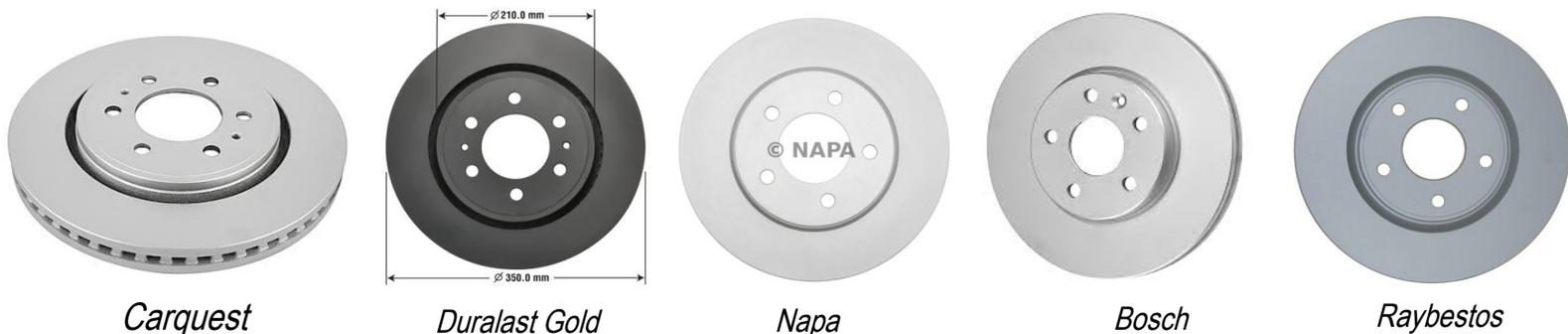
Great opportunity to cross promote Evolution ceramic pads with Evolution coated rotors

*Current offering of 568 Evolution skus average cost is **\$23.15** . (weighted to Power Stop unit movement)*

Thirty percent of current skus feature HIGH CARBON, ECE-R90 certified rotors for Euro applications.

Committed to full line offering, 870 total skus by end of Q1 and over 1000 total skus available by Q2 2019

Other after-market coated rotors do not use GeoMet, lower cost coatings can be problematic. Proper surface thickness of coatings must be within spec to maintain problem free performance. Retailers are charging a big premium for their various versions of a coated rotor.



EVOLUTION^{COATED}

GENUINE GEOMET[®] COATED ROTOR



Actual rotor label

High crush strength corrugated box protects the product and can be stacked on a shelf without lean-over.



Non Directional surface finish



Painted Drums also available!

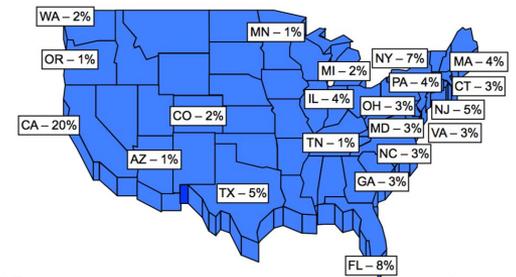


Protective poly bag



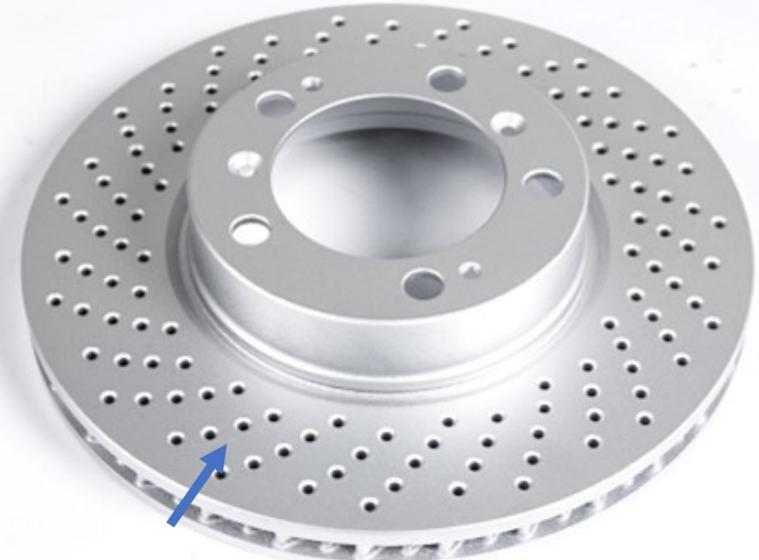
100% Mill Balance
Verified

EVOLUTION COATED



85% of High End Euro Vehicles are located in 21 states

Featuring High Carbon Alloy



Drilled, slotted or plain depending on OE design

All Euro applications feature targeted market packaging. Rotors are high carbon and are sold within the Evolution coated rotor program offering. Rotors are packed in the graphic Euro-Stop box.

High crush strength corrugated box
Protects product, stackable without leanover & great presentation to end user.

Actual rotor label

POWERSTOP EURO-STOP™ HIGH-CARBON BRAKE ROTORS		APPLICATION GUIDE:		12/10/2017	POWERSTOP WWW.POWERSTOP.COM
EBR870EVC		2004-07 BMW 525 2008-10 BMW 528 2004-07 BMW 530 2008-10 BMW 535			

Year, Make, Model & Axle Position noted on the label

World class Marketing

Multi-million dollar Power Stop marketing/ad budget builds brand awareness in all channels.



MEET THE DUSTBERGS

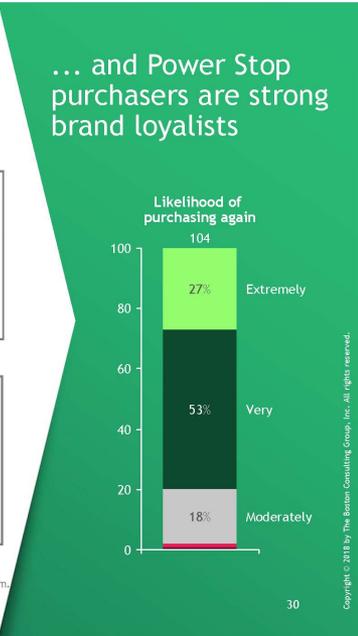
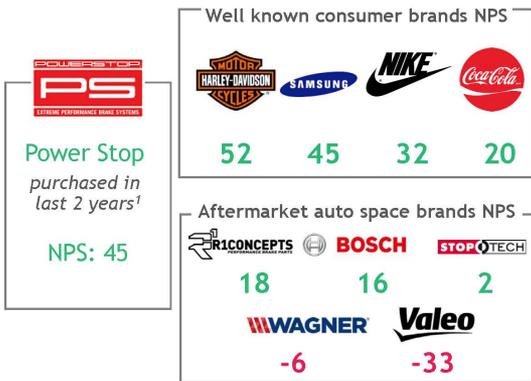


MY PRECIOUS CARGO

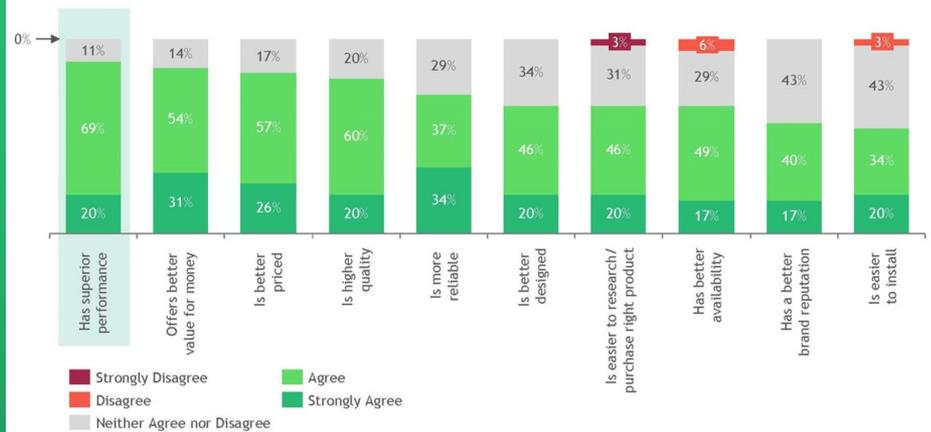
Power Stop NPS of 45 significantly outperforms other aftermarket auto and brake brands

... and Power Stop purchasers are strong brand loyalists

Power Stop recent buyers are avid supporters, 90% say Power Stop has superior performance compared to other brands



Comparing Power Stop directly to other brake brands you have recently considered or purchased, Please select to what extent you agree with the following statements: "Power Stop..."



Source: BCG Consumer Survey, N=1026; Rep Phase N=405, Aug, Phase N=243, BCG analysis, npsbenchmark.com.
Note: StopTech N=48; Bosch N=198, R1 Concepts N=38; Wagner N=49; NPS from all survey completes, excluding oversamples, respondents who purchased or considered purchasing brand.
1. Power Stop NPS, Likelihood of repurchase inclusive of oversample, purchasers only, NPS N=60.

Power Stop created a virtual bundle catalog pairing Evolution Coated Rotors and Ceramic brake pads.



VEHICLE SPECIFIC PRO BUNDLE SOLUTIONS

DAILY DRIVER

Z17 EVOLUTION BUNDLE
FOR ALL MAKES/MODELS



Evolution Geomet® Coated Rotors & Z17 Clean Ride Ceramic Brake Pads

EUROPEAN VEHICLES

EURO-STOP KIT
NEW CAR DEALER ALTERNATIVE



Euro-Stop® Brake Kit: High Carbon, Geomet® Coated Brake Discs, Electronic Wear Sensors, and ECE-R90 Disc Brake Pads.

** New Lower Brake Sensor Pricing From Power Stop Now Available

TRUCKS, SUV's & 4X4's

Z36 EVOLUTION BUNDLE
FOR ALL TRUCKS SUV'S AND 4X4'S



Evolution Geomet® Coated Rotors & Z36 Carbon-Fiber Ceramic Brake Pads

Z36 TRUCK & TOW BUNDLE
UPGRADE FOR TOWING/HAULING



Z36 Carbon-Fiber Ceramic Brake Pads, Drilled, Slotted, Plated Rotors

**Data For This Bundle Available In Epicor In 60 Days

PRO BUNDLE DATA NOW LOADED IN EPICOR

10/25/2018



Z17 EVOLUTION BUNDLE	Z36 EVOLUTION BUNDLE	Z36 TRUCK & TOW BUNDLE	EURO-STOP BRAKE KIT
FOR THE DAILY DRIVER	TRUCKS, SUV's & 4X4's	TRUCKS, SUV's & 4X4's	EUROPEAN VEHICLES
FOR ALL MAKES/MODELS	FOR ALL TRUCKS/SUV/4X4'S	UPGRADED PERFORMANCE TOWING/HAULING/COMMERCIAL	ALTERNATIVE TO THE DEALER
MOST CARS	MOST TRUCK SUVs 4X4s	MOST TRUCK SUVs 4X4s	FROM
99⁹⁹	159⁹⁹	199⁹⁹	179⁹⁹
	MOST TRUCK SUVs 4X4s		
	119⁹⁹		

* Prices above are for One Axle

PRO BUNDLE DATA NOW LOADED IN EPICOR

Bundling pads and rotors under the same brand increases sales! Makes more sense to Tech's vs. mismatched brand components.

The virtual bundle applications are now available on Epicor & WHI electronic lookups.



Grass Roots Marketing

(Pull through, feet on the street, literature, digital and print assets, social media campaigns)

Power Stop direct Tech Relations staff make field calls with the distributor sales staff.



Support of channel partner marketing programs



Power Stop sponsored Motor Sports events

