

GREAT RETURNS WITH NO RETURNS



INTRODUCING APPLICATION SPECIFIC FRICTION

A revolutionary, new brake technology
from the world's leading friction OEM.
As close to OE as aftermarket disc pads get!



Encore Performance:

Grizzly SpectraOne: The New Standard in Aftermarket Disc Brake Pads

Others have tried it. Ferodo has done it.

Announcing SpectraOne Application Specific Friction. A single line of aftermarket disc pads that meet or beat OE performance on virtually every passenger vehicle on the American highway.

SpectraOne is a unique breakthrough in brake technology. Every pad gives every vehicle superior stopping power, uncommonly quiet operation and exceptionally long wear. So instead of comebacks, you get loyal, satisfied customers.

With OE-quality performance across the board you can stop using multiple premium lines. All you need is SpectraOne.

The Secret of Optimum Brake Performance

As a leading supplier of OE friction, Ferodo America knows what it takes to achieve OE performance. In our quest for the perfect aftermarket pad, we went where no manufacturer had ever gone before – beyond friction coefficients, beyond ordinary testing, beyond old fashioned code and price designations.

From our OE experience, we knew that brake performance is a function of three prime factors:

- 1) Vehicle weight
- 2) Pad area and configuration
- 3) Rotor weight and design

We analyzed the relationships between these performance factors and found an entirely new way to measure optimum friction formulation requirements – the Ferodo Energy Index (FEI).

FEI: The Key to Application Specific Friction

FEI measures the energy generated when you stop a vehicle from a given speed. Ferodo America engineers

analyzed virtually every make and model on the road, foreign and domestic, and calculated the “energy index rating” for each model.

Gradually, an undeniable pattern emerged: bands of energy – low, medium and high FEIs – common to large numbers of vehicles. With this knowledge, we were able to formulate new friction compounds *specific* to each energy band – friction compounds “tuned” to the specific size and weight of that vehicle and its brake system.

The result: SpectraOne.



SpectraOne disc pads come in semi-metallic or non-asbestos organic formulations and riveted or integrally molded configurations.



To Keep Customers Co

The Right Pad Every Time

With Grizzly SpectraOne you can offer a complete line of disc brake pads with OE-quality stopping power and heat dissipation, long pad life and low noise. Regardless of the vehicle.

Just look at the D-number on the box and you've got the right one. Semi-metallic or asbestos-free organic? It's in there. Riveted or integrally molded? It's in there. Whatever it takes to make that



vehicle's brake system work like OE, *it's in there.*

Ferodo America has already made the proper friction selection for you!

Application Specific Examples

	Ford Crown Victoria	Buick Century	Chevy Lumina
Vehicle Weight (lbs)	3741	2869	3115
Pad Area (in ²)	20.1	16.94	12.24
Rotor Weight (lbs)	22.27	12.34	11.60
FEI	190	270	353
Part No.	D199	D215	D376
SpectraOne Formulation	Low	Medium	High

Performance Testing Proves OE-Quality

For the people who ultimately drive Grizzly SpectraOne the final proof is in the pedal. But long before bringing SpectraOne to market we set out to prove it to ourselves.

We hit the streets in Los Angeles, Detroit and Nashville to evaluate pad wear, stopping power and noise levels in a full range of driving situations. We exposed SpectraOne to tortuous dynamometer testing at Ferodo America's R&D facility in Tennessee.

In test after test, SpectraOne proved as strong and quiet as OE, and met or exceeded OE minimum wear standards.

From the OEM That Started it All

Ferodo *started* the brake friction industry way back in 1897. We *created* OE disc brake pads and asbestos-free friction technology.

Today, Ferodo America friction is OE on 40 of the most popular models built by Chrysler, Plymouth, Dodge, Eagle, Lincoln, Mercury, Ford, KIA and Mazda. Worldwide, Ferodo friction is an integral component of such fine automobiles as Mercedes-Benz, Volvo and Jaguar.

Now, from a century of OE experience, we've created a new kind of friction – a superior product you can sell with complete confidence.



Rotors and pads get smaller and run hotter every year. SpectraOne Application Specific Friction is the only line of after-market disc pads with formulations matched to varying rotor sizes and varying heat generation characteristics.