# SEVERE DUTY FRICTION

AmeriPLATINUM SEVERE DUTY brake pads are designed, formulated, engineered and manufactured to deliver the best braking for Severe Duty applications such as:

- Fleet
- Taxis
- Municipality
- American work truck
- RV's
- School bus
- Emergency service vehicles
- Medium duty trucks
- Off-road
- Construction
- Air Disc

We understand the many times various service duty vehicles operate in the most extreme environments and are put through intense braking conditions.

Therefore, our products are made to produce trusted and safe performance, long lasting and quiet operations on which our customers can always depend.

We match OE designs for Form, Fit, and Function to assure ease of installation which equates to time saving for the installer / customer.





#### Why AmeriPLATINUM Severe Duty?

- > 100% North American manufactured
  - Faster lead times
  - Better return on investment
    - Great durability
  - We manage and monitor all manufacturing aspects to assure product quality and consistency are always exactly to specifications
- Raw material consistency assures consistent and high quality products
- Steel quality
  - Tighter tolerances than many off-shore sourced products
    - Critical dimensions are always consistent
      - Assures proper caliper and brake system fit
        - Prevents NVH Noise, Vibration and Harshness issues which can occur with poor quality steel
- Premium grade noise insulators
  - Best noise abatement use with robust characteristics
    - Not all off-shore products use premium materials
      - Saving with this does cause noise which will force unnecessary customer returns





## AMERITA

#### **PROFESSIONAL GRADE COATED ROTORS BY**

### AMERIBRAKE



#### **Full Corrosion Resistant Coating**

- Designed for a great look on open wheel vehicles
- Improved pad life Improves air flow/cooling eliminating uneven surface accumulation
- NVH improved performance Reduces corrosion/ rust that can cause judder, vibrations, and noise which can effect even and smooth braking
- Extra protection All internal surface is coated
- Passed ASTM B-117 Salt Spray Test (240 Hours)
  - Assures even/smooth surfaces for pad and rotor



#### **High Carbon Content Metallurgy**

- Improved strength
- · Better thermal conductivity



#### **No Thermal Cracking**

- Tested and passed J2928
- Assures maximum durability
- Comparable to OE

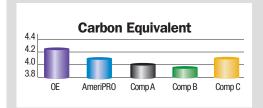


#### **Proven Results**

#### **CARBON EQUIVALENT (CE**

(test results Chevy Tahoe)

In addition to high Carbon Content, the bonding of the elemental materials enhance strength and heat capabilities for the AmeriPRO Coated rotor.



#### **AVE THICKNESS LOSS**

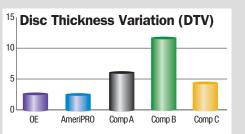
MM J2928

This test measures mass loss, an indicator for a rotor being too hard or soft. AmeriPRO is one of the best-inclass, closest CE factor to the Original Equipment (OE) rotor tested.



#### **DISC THICKNESS VARIATION**

This is the primary cause of vibration, noise and pedal pulsation. AmeriPRO is one of the best-in-class in this critical measurement.



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