



BRAKE SYSTEMS

NAO RANGE – COMFORT
AND PERFORMANCE
IN HARMONY



RELIANCE. TRUST. PERFORMANCE.

HELLA PAGID – NAO Brake Pads

NO COMPROMISES

The NAO brake pads to come out of the HELLA PAGID ateliers have been developed and tested with two definitive objectives in mind – to surpass OE quality standards and also to meet the regional and individual needs of our customers. Extensive tests conducted in our in-house research and development centers unequivocally show that the NAO friction material meets the highest technical demands when it comes to safety, performance, comfort and durability and has indeed passed such tests with flying colors.

- ✓ **Perfect brake control**
- ✓ **Long service life, low wear rate on the pad and the disc**
- ✓ **100 percent asbestos-free and organic**
- ✓ **Stable and high coefficient of friction**
- ✓ **Minimal brake dust accumulation**
- ✓ **Excellent technology and quality**
- ✓ **Maximum comfort**
- ✓ **High safety level**

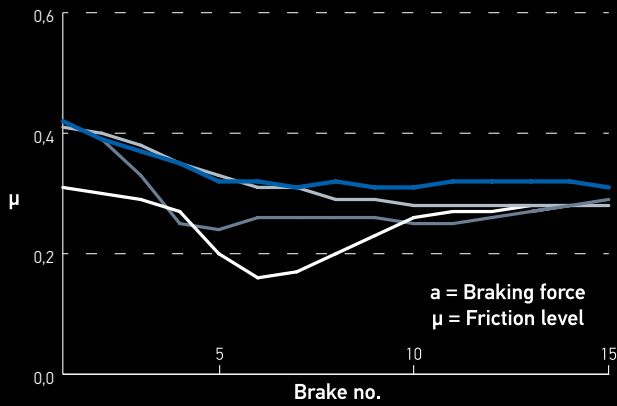


The joint venture of HELLA PAGID BRAKE SYSTEMS links up the long-standing Original Equipment production expertise of the world's biggest brake pad manufacturer TMD Friction with the global sales and service competence of HELLA.

Testing of our standard NAO brake pad material in comparison to main competitors of the automotive aftermarket with OE-competence

LEAST FADING CHARACTERISTICS UNDER EXTREME AND HIGH TEMPERATURE DRIVING CONDITIONS

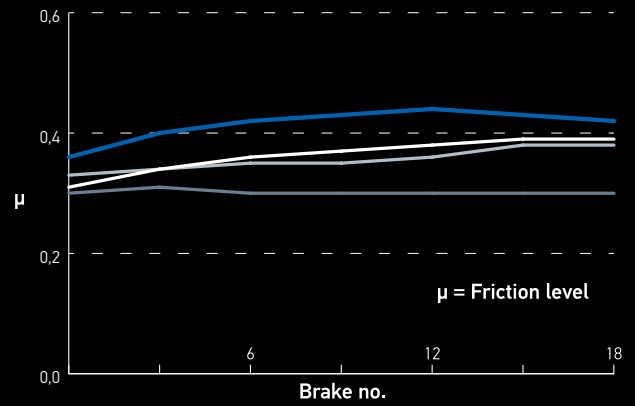
Testing of fading during 15 brakes from 100 kph to 5 kph (a = 40 %)



- HELLA PAGID
- Competitor 1
- Competitor 2
- Competitor 3

SUPERIOR PERFORMANCE UNDER NORMAL DRIVING CONDITIONS

Testing of brake characteristic value under normal operating conditions (30 bar; 80 kph → 30 kph)

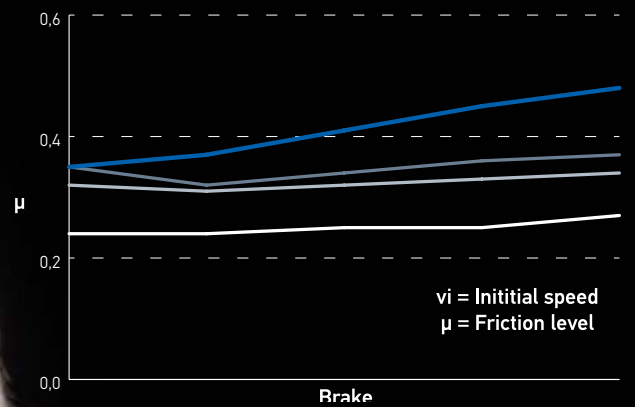


SAFETY & PERFORMANCE: UNSURPASSED STOPPING POWER

HELLA PAGID NAO Brake Pads demonstrated strong consistent braking performance across a wide range of day-to-day operating conditions, inspiring confidence with well-modulated brake pedal control.

Strong stopping force right from the first braking in the morning.

Testing of friction level during one cold stop (vi 40 kph)



HELLA PAGID GmbH

Lüschershofstraße 80
45356 Essen, Germany
E-Mail: service@hella-pagid.com
Internet: www.hella-pagid.com

HELLA Automotive Sales, Inc.

201 Kelly Drive
30269 Peachtree City, Georgia
Tel.: +1 770 631 7500
Fax: +1 770 631 7575
Internet: www.hellausa.com

HELLA Australia Pty. Ltd.

54-76 Southern Road
P.O. Box 89
Mentone, Victoria 3194 Australia
Tel.: (03) 9581 9299
Fax: (03) 9581 1838
Techline: 1800 061 729
E-Mail: custservice@ha.hella.com
Internet: www.hella.com.au

HELLA Asia Singapore Pte Ltd

Regional Headquarters Asia Pacific
Independent Aftermarket
2 International Business Park
#02-15 The Strategy
Singapore 609930
Tel: +65 6854 7300
Fax: +65 6854 7302
E-mail: singapore@hella.com
Internet: www.hellaasia.com

HELLAmex S.A. de C.V.

Carretera México Querétaro
Km. 30
Bodega 2-B,
San Martín Obispo Tepetlixpa,
Cuautitlán Izcalli, Estado de México
54763 Cuautitlán Izcalli, Estado de Mexico
Tel.: +52 (55) 5321 139
E-mail: hellamex@hella.com
Internet: www.hellamex.com

HELLA Middle East FZE

Jebel Ali Free Zone
P.O. Box 17002
LOB 19, Office 502
Dubai
U.A.E. - United Arab Emirates
Tel.: +971 4899 6000
Fax.: +971 4884 7309
Internet: www.hella.ae

HELLA 000

Yuzhnoportovaya str. 5/13
115088 Moscow
Tel.: +7 495 789 8070
Fax.: +7 499 236 29 75
E-mail: office@hella-russia.ru
Internet: www.hella-russia.ru

Hella Trading (Shanghai) Co.,Ltd.

11th/F, Block 5, Daning Hub, No 1898 Gong He Xin Road
Shanghai 200072 P.R. China

© HELLA GmbH & Co. KGaA, Lippstadt
J01304/08.18

Subject to technical and price modifications