

# F-M news

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**automechanika**

EDITION

**Ferodo® Putting Workshops  
'In Control'**

**Payen® Sealing Brand Takes  
Center Stage As Federal-Mogul's  
Fifth 'Expert Brand'**

More news and info on [www.fmnews.com](http://www.fmnews.com)



Driving OE technology and aftermarket solutions

# THERE'S AN EASIER WAY TO PROTECT YOURSELF!



## ...WITH FERODO OE-QUALITY BRAKE PADS !

Some people go to great lengths to protect their cars and those in it. But very few things can give you the same level of protection and control as Ferodo's OE-quality braking solutions. Ferodo gives you improved stopping distances, strong and consistent brake power and really low noise.

**With Ferodo, you're in control.**



# FERODO<sup>TM</sup>

## YOU'RE IN CONTROL

The Ferodo brand is a registered trademark of  **FEDERAL MOGUL**

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# Dear Valued Customer



As I hope is true within your business, Federal-Mogul’s Aftermarket team is enjoying one of the most productive periods in its history.

Thanks to your incisive customer feedback throughout the EMEA region, we have developed and launched an uncommon array of business-building initiatives. Our Marketing and Sales teams continue to solicit feedback from you each day to identify and address an

ever-growing range of new opportunities within each of our product categories. This extensive communication ultimately leads to important new application coverage, world-class cataloguing and innovative programmes that benefit each other’s business as channel partners.

As you will read in this edition of F-M news, our team is currently addressing exciting new opportunities within the brake service category through a highly strategic repositioning of our OE-preferred Ferodo® product range.

As part of our commitment to helping simplify your stocking requirements while supporting the long-term growth of your sealing business, we have also launched an important new phase in our engine and sealing repositioning programme.

Are you seeking opportunities to increase your share of the rapidly growing mid-range wiper category? Be sure to read about the revolutionary new range of Champion® Easyvision™ wipers featuring our globally preferred Master Connector.

And if you have already increased your chassis sales by relying on our respected MOOG® brand, we’ve got more great news: Federal-Mogul has expanded the MOOG steering and suspension programme to include premium replacement wheel bearings and hub assemblies.

Please do not hesitate to contact your Federal-Mogul representative for additional information regarding any of these initiatives. I also urge you to visit our stand (Hall 3, Stand D 51) at the upcoming Automechanika trade fair in Frankfurt.

**One final note: The environment is an issue of great importance to us all. Please be sure to read our brief story regarding the truly “green” approach to the production and delivery of this magazine.**

It has been an historic year, and yet we have many more great things to accomplish in the coming months. I look forward to sharing more of these exciting stories with you in upcoming issues of F-M news.

Thank you, as always, for allowing us to be your business partner.

Cordially,

**Olivier Legrand**

marketing director – Europe, Middle East and Africa  
Global Aftermarket  
Federal-Mogul Corporation



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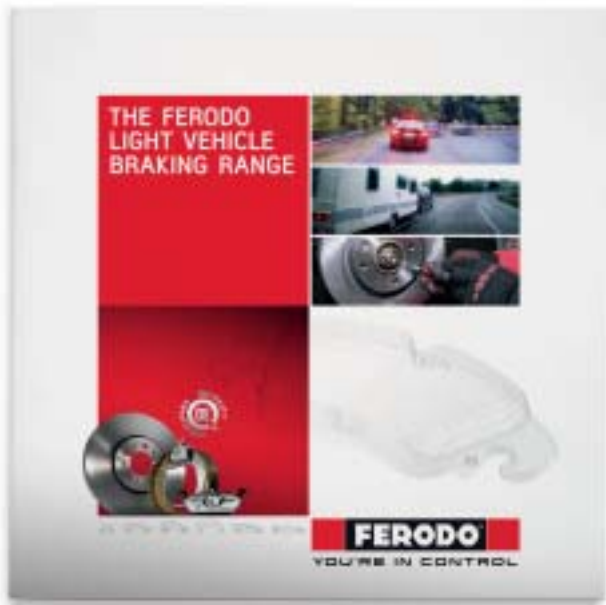
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# Ferodo® Putting Workshops ‘In Control’ Through Extensive New Support Initiative



As braking systems becoming more sophisticated and consumer expectations continue to rise, it's not surprising that many workshop professionals feel they have less control over their brake service business.

That's where the Ferodo® brand comes in. Federal-Mogul's braking products team is launching a customer-focused technical support initiative to help workshops take control of every brake repair opportunity. And the team has introduced a new brand theme – "You're in Control" – to prove the point.

Following extensive customer research that showed that workshop professionals expect technical support from the manufacturers, the Ferodo initiative complements the brand's OE technologies with an arsenal of helpful new technical materials as well as a soon-to-be-introduced Web site, [www.myferodo.com](http://www.myferodo.com).

"As a global leader in brake technology, we recognise it is our responsibility to provide the support these professionals need in order to deliver a superior brake fitment on every vehicle model," said Hayley Elwen, Federal-Mogul brand manager, braking & chassis, Europe, Middle East and Africa. "And we're stepping forward to answer this need."

To build a foundation for its new customer support initiative, the Ferodo team conducted extensive research into the performance characteristics of multiple brake pad technologies. The results of these studies – which examined such characteristics as stopping distance, pedal feel and brake noise – are being communicated to workshop professionals to help ensure they have the right products for each brake repair challenge.

Among the new materials now available through the Ferodo brand are a series of detailed technical sheets that address a variety of key brake performance complaints, including noise and loss of stopping power; trouble-tracer charts identifying a broad range of brake pad and disc issues, along with associated solutions; and comprehensive, illustrated brake installation guides developed for each of several popular vehicle models.

Federal-Mogul is launching the initiative with business-building Ferodo "ControlKits" featuring a wide range of attractive and informative point-of-sale materials, technical references and consumer literature.



## New Ferodo® Brand Identity, Expanded Coverage Seen in 2-Volume Catalogue/Buyer's Guide

*In conjunction with its new "Ferodo: You're in Control" brand identity and technical support initiative, the Ferodo® Brakes team has released its popular Master Catalogue and Buyer's Guide in a highly convenient and user-friendly two-volume series.*

Both the Ferodo Master Catalogue (CATFE1002) and Buyer's Guide (CATFE1003) have been redesigned for faster, easier reference by parts professionals. The new volumes also highlight the brand's new identity and the availability of an extensive new portfolio of technical information for automotive workshop professionals.

Being "in control" of the brake service market also means having access to premium Ferodo repair solutions for hundreds of additional applications. In keeping with this requirement, the new catalogues reflect Federal-Mogul's aggressive expansion of the Ferodo range, including:

- 154 new disc brake pads covering 680 applications
- 63 additional brake shoes covering 558 applications
- 186 new brake discs for 1,226 applications

To further assist users in quickly finding the right Ferodo component for any application, the catalogue reference sections present all application listings and product images/diagrams and other important supporting information on facing pages.

Contact your Federal-Mogul or Ferodo representative today to receive copies of this important new two-volume catalogue series.



### Ferodo OE Update: 8 Out of 10 Again

Further demonstrating the Ferodo brand's clear strength at the OE level, global auto analyst JATO Dynamics recently released data on Europe's 10 best-selling passenger vehicles. And for the second consecutive year, Ferodo Premier brake pads were standard equipment on eight of the top 10.



# Brake-Pedal Feel Key Contributor to Customer Satisfaction Ferodo® Compares Pad Performance Across Multiple Suppliers

“Pedal feel” is a term used hundreds of times each day in automotive workshops around the world. But what does it really mean, and why is this brake performance characteristic such an important consideration for consumers?



To shed light on the importance of pedal feel, Federal-Mogul’s Ferodo® Brakes team conducted a study of this characteristic across many of the leading brake pad ranges available throughout Europe, the Middle East and Africa. And the results showed a drastic variance in the two primary contributors to overall pedal feel – pedal effort and travel.

“Consistent, precise pedal feel leads to increased driver confidence and control,” explained Silvano Veglia, Federal-Mogul product marketing director, braking products, Europe, Middle East and Africa. “But if the driver needs to apply different force to the pedal each time to achieve the desired braking action, he or she won’t know what to expect from one situation to the next. That’s certainly not the way to build customer loyalty.”

The competitive study compared pedal effort and travel across six brands of brake pads. The pedal effort test measured the variance between minimum to maximum pedal effort using three brake applications at each of four speeds – 40, 80, 120 and 160 km/hour. Ferodo brake pads exhibited a maximum force variance of just 7 Newtons across all brake applications and operating speeds. The next most-consistent brand exhibited an 11-Newton variance, while the remaining four brands delivered variances of 17, 18, 22 and 28 Newtons, respectively.

As with the pedal effort test, Ferodo pads exhibited by far the most consistent pedal travel across the test parameters. The maximum variance of Ferodo pads was approximately 2 mm, compared to 4,5 mm for the next best-performing brand. The least consistent brand exhibited more than 9,0 mm of variance across all brake applications.

“Put yourself into the customer’s shoes,” Veglia said. “You’re traveling at a high rate of speed and need to brake very quickly to avoid an accident. If your brake pads present you with a variance of 28 Newtons and 9 millimeters in pedal action, would you feel confident and in control? I think we can all agree that the driver won’t be happy with the quality of his or her recent brake service.”

## FERODO

Contact your Ferodo representative for more information on the performance characteristics of Ferodo brake pads and those of other leading competitors.

Then ask yourself, if your brake range isn’t delivering the consistent performance your customers expect, are you truly “in control” of every brake repair?



## Ferodo<sup>®</sup>, Champion<sup>®</sup>, Necto<sup>®</sup> Brands Leading the Way in Major Motorsport Series



Whether in commercial trucks negotiating the brutal terrain of South America, Skoda Fabia S2000's fighting for rally championships or high-powered Porsche and Ferrari models navigating the world's toughest racing circuits, Federal-Mogul's Ferodo<sup>®</sup>, Champion<sup>®</sup> and Necto<sup>®</sup> brands can be seen among the leaders in each of several major 2010 racing events.



Ferodo brakes once again played a major role in the world-renowned Dakar Rally, which in recent years has been run between Argentina and Chile. Ferodo linings were the exclusive choice of Tatra trucks in the T4 truck class. The Ferodo brand was back on display as a major sponsor of June's Formula Abarth Spa Euro Race at the Circuit de Spa-Francorchamps in Belgium and a leading competitor in the Renault Clio Cup series. Not to mention motorcycle racing, where Ferodo brake pads have continued to be the preferred choice of multiple riders in the challenging World Superbike Championship.

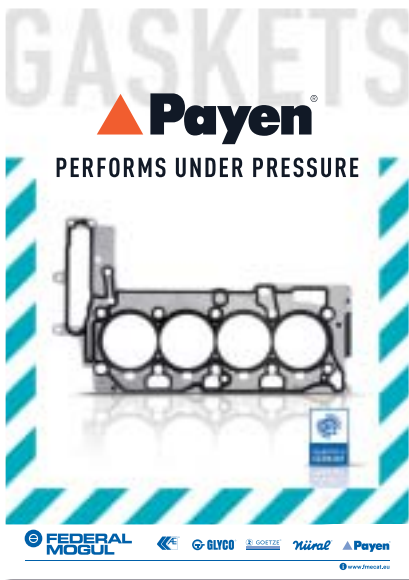


Champion is supporting Jan Kopecky, one of the leaders of the IRC (Intercontinental Rally Challenge). Kopecky is a Czech rally driver who won the 15-stage Rally Islas Canarias. And Federal-Mogul's Necto brand has been a leading participant and sponsor in the popular Spanish GT Championship run throughout Spain and Portugal.

"Our motorsport participation is carefully aligned with the marketing strategies of each of our major brands and product lines," said Olivier Legrand, Federal-Mogul marketing director, Europe, Middle East and Africa. "In each case, it's more than simply a matter of putting our brand on the vehicle, race or series – we are the technology of choice of the leading competitors."



# Payen® Sealing Brand Takes Center Stage As Federal-Mogul's Fifth 'Expert Brand'



The widely respected Payen® brand of OE-quality sealing components will become an even more important asset to distributors, engine rebuilders and workshops over the next several months as it becomes Federal-Mogul's fifth "Expert Brand."

As Federal-Mogul's Expert Brand in the sealing category, the Payen brand will cover all gaskets, gasket kits, oil seals and cylinder headbolts for virtually any LV application. In conjunction with this transition, the Goetze range of gaskets will become a niche offering serving the specialized requirements of several premium German applications.

"Some customers might not realize that Payen and Goetze products are manufactured by the same global OE and Aftermarket supplier and in the same facilities. In fact, the components within a Payen package feature identical materials and designs as those currently sold under the Goetze brand," said Mark Whitehead, Federal-Mogul product marketing director, engine & sealing products, Europe, Middle East and Africa.

Whitehead noted that the sealing brand realignment will provide distributors and their customers with a significantly broader and deeper product range while eliminating unnecessary overlap. In addition to increased coverage, the repositioning will enable Federal-Mogul to accelerate new-product introductions for late-model applications, increase fill rates, and enhance cataloguing.

Several of these benefits can already be seen in the new, 2011-2012 Payen Master Catalogue (CATPA1001), which features more than 6,300 sealing SKUs for approximately 12,700 applications. Over 600 of these references are new to the Payen range, and include 104 additional cylinder head gaskets, 134 new head sets, 43 full sets and 41 conversion sets. And unlike some supplier catalogues, every part listed in the Payen catalogue is a normally stocked item.

To assist customers throughout the brand transition, each Goetze brand equivalent is listed directly below the Payen part number. The new catalogue also includes a helpful Goetze-to-Payen interchange guide.

## New Goetze® Catalogue Highlights Huge Growth in Application Coverage

Federal-Mogul's aggressive continued investment in application coverage can be seen in the latest Goetze® piston rings catalogue (CATGT1001), now available through leading suppliers throughout Europe, the Middle East and Africa. Goetze is the pre-eminent brand of piston rings among today's original equipment manufacturers and engine rebuilders.

The 2011-2012 Goetze catalogue features 280 new SKUs covering more than 1,000 additional engines and over 2,000 applications. Key new references include:

- BMW N45/N46 and M54B30
- Mercedes Benz Actros Eu4 and 5
- PSA/Ford DV6TED4
- Renault K9K Eu4/5
- Ford 2.0/2.3 Duratec
- Opel Z13DTH
- MAN D0834/0836 Eu4 and E0836
- Volvo D7A

The new catalogue is the only piston ring resource linked to Tecdoc. This valuable relationship has helped the Goetze product team to increase the brand's engine and vehicle coverage by 138 percent and 123 percent, respectively, since 2008. Nearly 5,700 unique Tecdoc LV and CV engines and 19,767 applications are now linked to Goetze ring sets.

"One of the central objectives of our Expert Brands strategy was to focus more resources on new applications coverage to enable Federal-Mogul customers to aggressively grow their businesses," said Nathan Mercer, Federal-Mogul product manager, cylinder components, Europe, Middle East and Africa. "We're delivering on this promise with one of the most significant coverage expansions in the history of the respected Goetze brand. And every Goetze product reflects the latest OE material and design concepts, which are then adapted to the unique requirements of the aftermarket repair environment."

The new catalogue –printed in seven languages, including Arabic – also includes a timesaving guide to help users identify the correct replacement Goetze ring set for the equivalent Nüral® piston reference.

 GOETZE®



"The Payen brand is now positioned to provide the industry's best sealing coverage, the best selection of OE-quality designs and technologies, and the best total package of cataloguing, technical services and marketing support," said Andrus Rikkas, Federal-Mogul brand manager, engine & sealing, Europe, Middle East and Africa.

 **Payen**®

2011-2012 Payen® Catalogue  
Includes Hundreds of  
New References, Quick  
Interchange Information for  
Goetze® Sealing Products



# Conquer the Mid-Range Wiper Category With Revolutionary Champion® Easyvision™



Federal-Mogul's Champion® brand has launched a revolutionary mid-range wiper programme that delivers highly appealing, innovative technologies and market-leading coverage with just 30 part numbers.

Easyvision™ wipers are offered in an advanced, patented flat blade design, servicing the demands of the direct replacement, and retrofit segments, as well as an innovative, high quality standard blade configuration offering excellent performance and durability.

The new Champion Easyvision product line represents a radically improved business solution for distributors and workshops that want to capture larger shares of the fastest growing wiper segment. By choosing to stock Easyvision, dealers are able to offer excellent products and high service levels to their customers with minimal outlay in terms of shelf space and inventory value.

The new blade range is highlighted in Federal-Mogul's latest catalogue, the Champion Easyvision Master Catalog (CATCM1003).

"Federal-Mogul has literally revolutionized the OE wiper category in recent years through a variety of highly innovative technologies. Now we're applying the same engineering excellence to our mid-range blade offering. We are confident Champion Easyvision wipers will quickly become the

benchmark for quality, performance and sales in this extremely important market segment," said Jerry Banks, Federal-Mogul product manager, wipers, Europe, Middle East and Africa.

Champion Easyvision flat blades are available in 14 lengths – from 35 to 75 cm providing high market coverage of all seven primary wiper arm designs. The range features Federal-Mogul's proven, OE-preferred flexor design, which ensures superior blade-to-glass contact. The exceptionally low part number requirement is made possible through a revolutionary symmetrical flexible rubber spoiler that is integrated into the blade element. This spoiler self-adjusts to changing wind speeds and permits use of each Easyvision blade on left- or right-hand applications. Federal-Mogul's Master Connector system ensures fast, easy installation.

Champion Easyvision standard bridge-style wipers feature a high performance design that provides excellent wipe quality and long service life. The standard blade offering comprises 13 SKUs covering the full range of sizes from 29 to 65 cm lengths and features Federal-Mogul's proven universal adaptor, pre-fitted for convenience. The new range also includes 3 specially designed plastic blades covering the most popular rear screen applications.



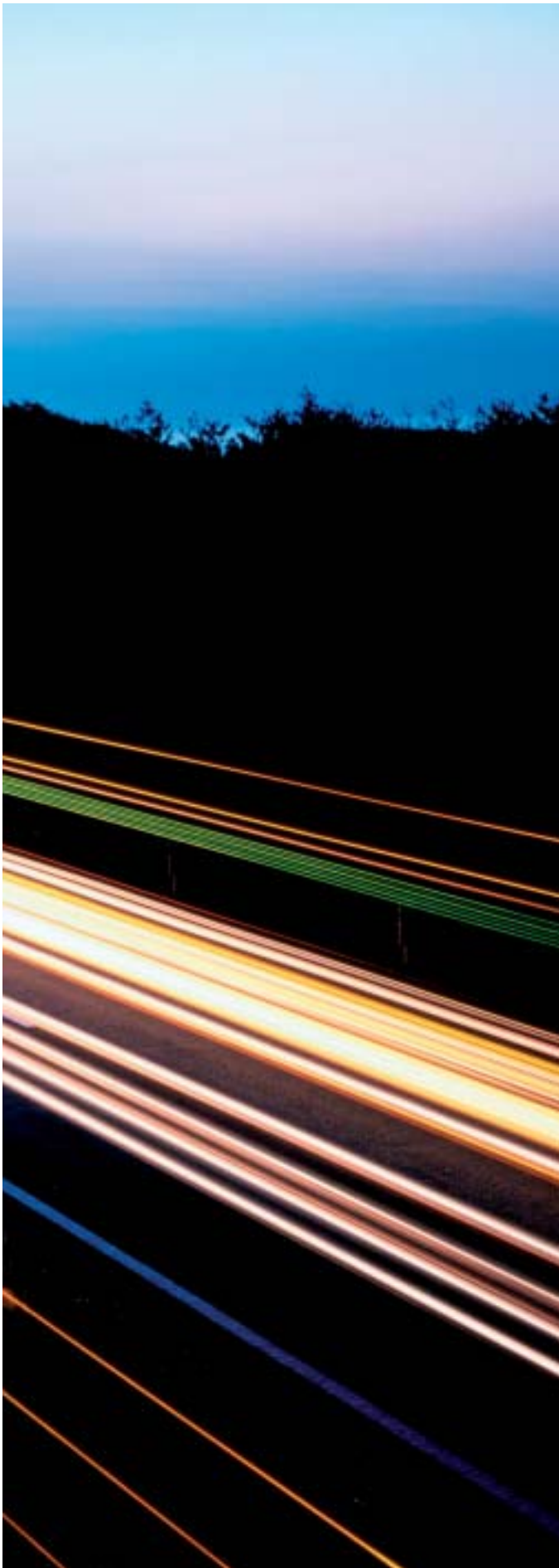
A photograph of a car driving away on a paved road that is lined with tall, dense evergreen trees. Sunlight filters through the canopy, creating dappled shadows on the road surface.

## F-M news: A Brighter Shade of Green

The magazine you hold in your hands might (in keeping with Federal-Mogul's corporate colours) feature a lot of blue, but you could be surprised by how green it really is.

Consistent with its commitment to environmental sustainability, Federal-Mogul has identified and implemented new processes that have helped make F-M news carbon-neutral.

The printer of this magazine compensates for CO<sub>2</sub> production through an investment in the Kafeate windmill project, comprising six windmill farms operated in New Caledonia, Melanesia. Last year, Federal-Mogul switched to a paper stock certified by the Forestry Stewardship Council, which helps facilitate responsible production and consumption of forest products. In addition, F-M news is printed with vegetable- (rather than petroleum) based inks and using processes that eliminate the use of dyes and other dangerous chemicals.



## **YOUR MOST VALUABLE TOOL.**

Steering and suspension repairs have never been this easy. All you need is the unique MOOG catalogue which has fitment diagrams and identifying parts photos to help you order the right parts first time. MOOG chassis parts come with all the necessary hardware included, and we provide a range of handy steering and suspension repair kits to make repairs as easy as possible. ***Make it Easy. Make it MOOG.***



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