**Focus on noise-reduced performance: MEYLE-PD brake pads with technically advanced friction pad compound**

* **New friction material minimise noise during sporty driving and ensure longer durability**
* **Range of over 350 different MEYLE-PD brake pads has been technically improved**

**Hamburg, 30 January 2019.** **Generally speaking: The more sporty the pad is, the more likely it is to squeak. With the "next generation" MEYLE-PD brake pads, the Hamburg-based manufacturer is now going one step further and reducing the noise emission of its performance-oriented brake pads to a minimum. In total, 350 MEYLE-PD brake pads for passenger cars have been technically enhanced compared to the previous version.**

Oscillations and vibrations of the surrounding components and brake discs can lead to braking noises and squeaking brakes. Particularly performance-oriented brake pads tend to generate noise or squeak due to their hardness. This type of noise must be compensated by the brake pad as a direct connection to the brake disc. The Hamburg-based manufacturer MEYLE has therefore devoted more time to this topic and invested a great deal of time in the development of performance-oriented and at the same time low-noise brake pads.

The brake pads, which are already individually adapted to the respective vehicle classes, have been refined again in numerous tests and driving trials. “There are many factors that influence the formation of unpleasant noises. We can directly influence a fraction of this, which is why we have focused on these starting points," explains Stefan Bachmann, head of the MEYLE product team Brake. "My team has invested a lot of time and effort to offer the ambitious driver brake pads for performance-oriented, sporty driving that work almost silently at the same time - the best possible combination!”

In addition to the further developed friction material, the design of the brake pad surface has also been adapted: Chamfers and slots of the friction pad are optimally aligned to the different vehicles - in addition, the new MEYLE‑PD brake pads with individual so-called shims, provide the best possible vibration isolation and thus further minimise noise generation.

One of the factors that plays a major role in braking performance is the brake-in time: to achieve optimum braking performance, the brake pad and brake disc need to be adjusted to each other during brake-in process. Depending on the friction material, two processes are used in production to shorten the brake-in time: scorching (final heat treatment of brake pad surface) or a special coating of the brake pad surface, which shortens the brake-in time and ensures the usual MEYLE-PD performance from the very first braking.

MEYLE takes its responsibility as a manufacturer very seriously: All MEYLE-PD brake pads are not only tested and certified according to ECE R 90 quality standards, but even exceed these within the scope of legal approval. Even the re-designed MEYLE PD brake pads have to withstand a multitude of braking operations in everyday and extreme situations without any adverse effects. In addition, MEYLE PD pads were tested by an external, independent institute in comparison to competitor products and their low-noise performance and durability were confirmed.

*The MEYLE-PD brake pads "next generation" were presented at Automechanika 2018 and are available.*

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**About the company   
Better parts and solutions for the independent aftermarket – reliable as a friend.**

MEYLE AG engineers, manufactures and markets premium-quality replacement parts for the independent automotive aftermarket. With its three product lines – MEYLE‑ORIGINAL, MEYLE-PD and MEYLE-HD – the company offers precise solutions and parts for competent mechanics, ambitious rally drivers to classic car enthusiasts and every driver around the world who needs to rely on their car. MEYLE offers its customers more than 24,000 reliable and durable spare parts, manufactured in its own factories and at selected production partners.

**Catering for virtually every popular vehicle application the wide range of product supplied by manufacturer MEYLE features the following products:**

* **MEYLE-ORIGINAL: True to OE. – This product line includes around 21,000 top-class parts.**
* **MEYLE-PD: Advanced design and technology. –** This product line features around 2,000 technically refined brake discs and pads distinguished by their enhanced braking performance and cutting-edge coating technology.
* **MEYLE-HD: Better than OE. – Devised by the company's in-house engineers, the MEYLE-HD line features around 1,000 products to cater for thousands of different vehicle models.** Designed to provide **exceptional strength and long service life** MEYLE-HD parts offer **enhanced performance over original-equipment designs**. Unrivalled in quality and durability technically-refined MEYLE-HD parts come with a four-year guarantee.

The company and its network of associated companies employ approx. 1,000 people at locations around the globe, of which 500 work at the company's headquarters in Hamburg, Germany. MEYLE works with partners, customers and workshops in 120 countries to ensure that drivers can rely on better parts and solutions – that’s how the company helps workshops to be DRIVER’S BEST FRIEND.