

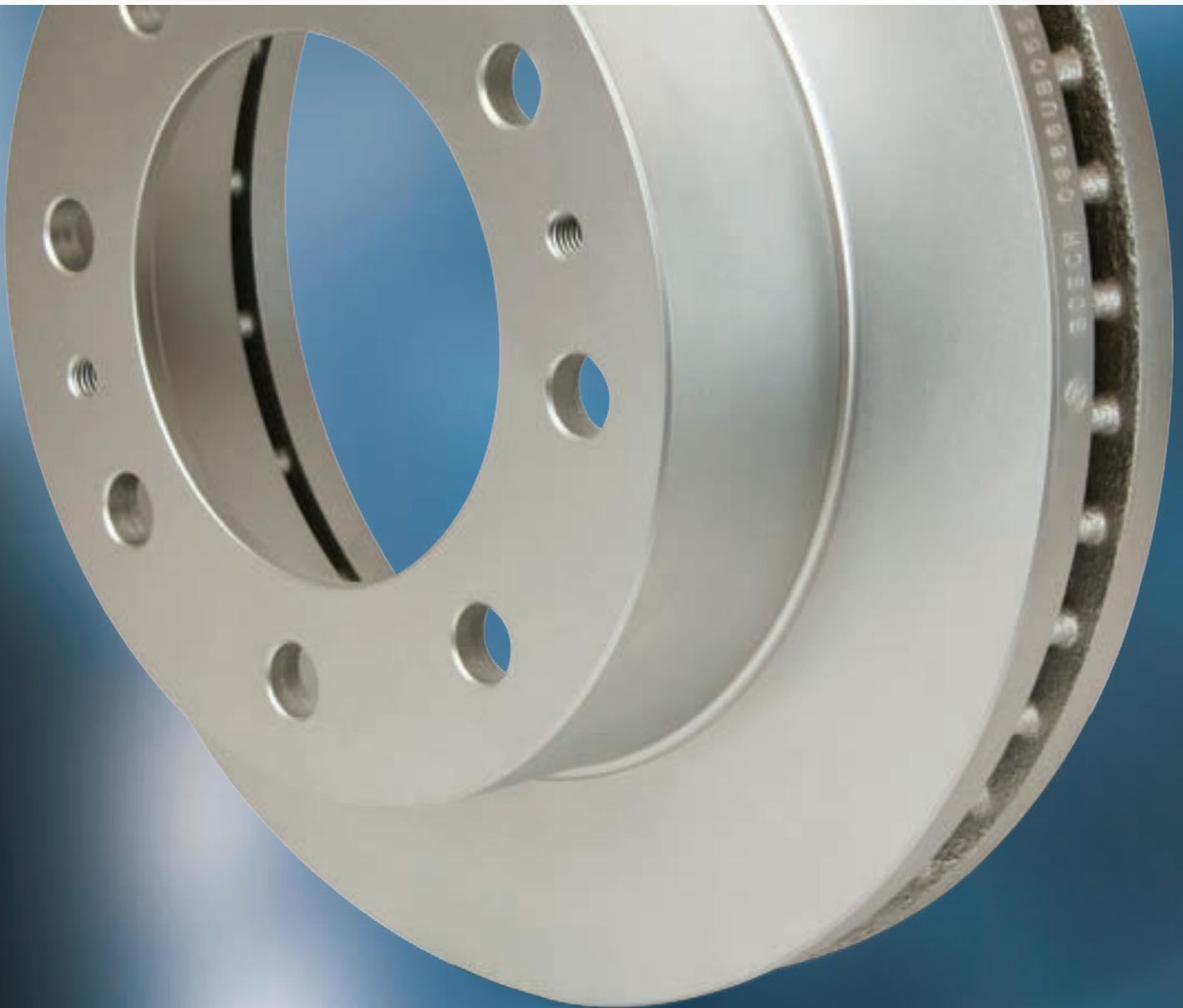


QuietCast™ Premium Disc Brake Rotors

From the Worldwide Leader
in Braking Technology



BOSCH
Invented for life

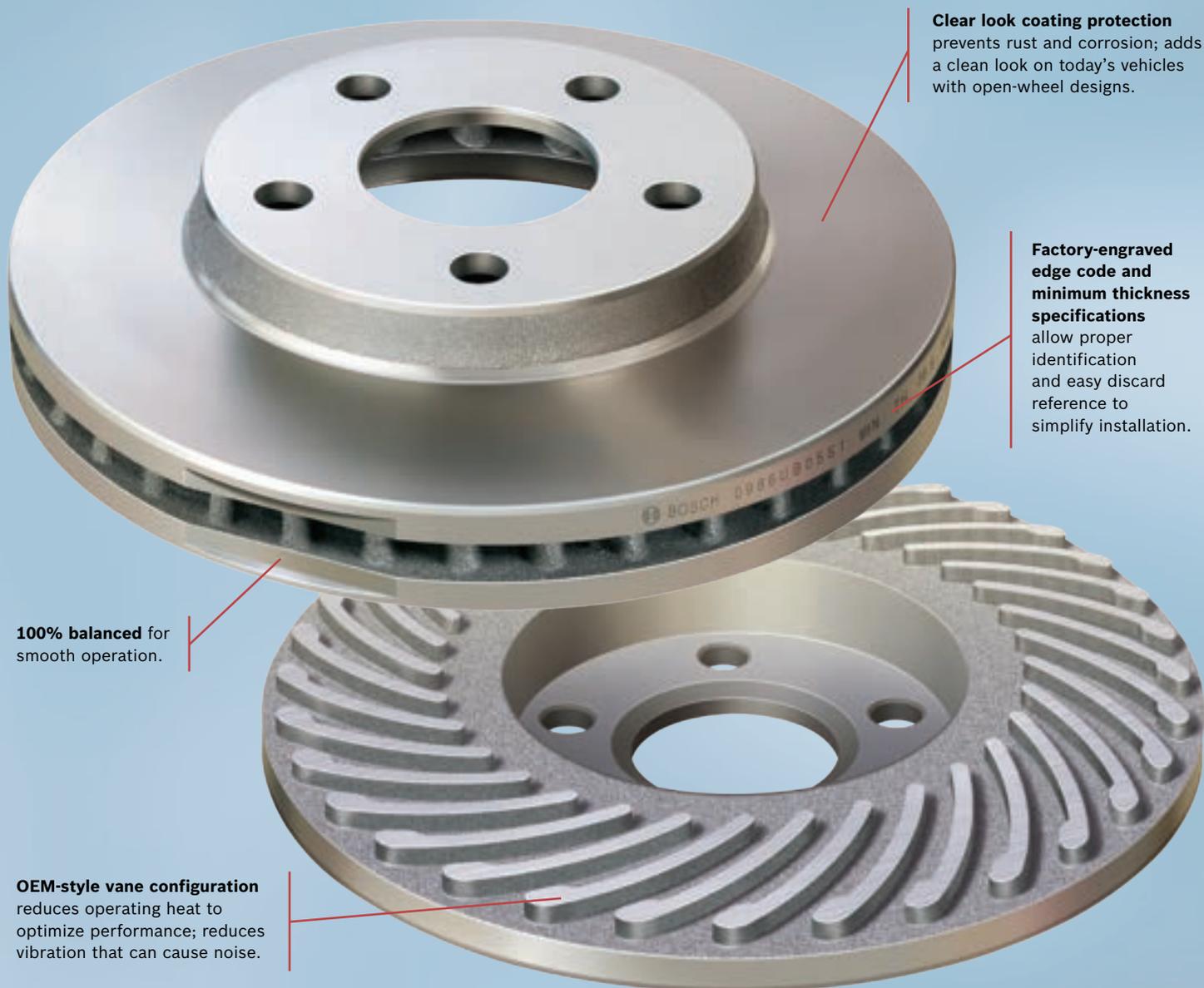


From the Worldwide Leader in Braking Technology

Today, one of every three Asian, Domestic and European vehicles on the road in North America include Bosch braking components. That's because Bosch has been a key player in the braking industry since applying for its first brake system design patent in 1936. Bosch introduced Antilock Braking technology to market, as well as Electronic Stability Control systems. Now Bosch brings years of OE braking experience to the aftermarket with Bosch QuietCast™ Premium Disc Brake Rotors.

Our rotors utilize innovative materials that ensure the very highest quality – and prevent brake judder, noise, vibration and harshness. Take no chances when it comes to your customers. Deliver the performance you and your customers expect with the durability and long life of all Bosch Products. Rely on the experience that Bosch brings with over 70 years of OE braking expertise.

From the Worldwide Leader in Braking Technology



Program Elements	
Market coverage	Full-line domestic, Asian and European
Precision balanced	Insures smooth operation
Industry low run-out and DTV specifications	Smooth pedal feel with no pulsation
Heat flowed castings	Consistent wear for long life and quiet operation
OEM style vane configuration	Heat reduction extends rotor life
Factory engraved edge code	Allows proper identification and discard specification
Premium clean look coating protection	Prevent rust and corrosion, part number specific
ABS sensor rings included (on required applications)	Trouble free ABS/TCS operation

Bosch is recognized by OE manufacturers worldwide as a premium quality brand and now brings its braking system expertise to the automotive aftermarket.



QuietCast™

The Science Behind the Silence

Bosch QuietCast™ Premium Disc Brake Rotors utilize vehicle specific castings. The heat flow casting process produces superior G3000, GG20, GG15 and HC (high carbon) casting. Bosch castings provide strength and durability not found in competitive product. While competitors may provide a low cost product which helps save money, their castings can crack and provide poor durability. Bosch QuietCast™ provides consistent, safe and long lasting performance.



Vehicle Specific Castings

Casting Strength and Durability

Competitors Low Cost Inconsistent Graphite Clusters

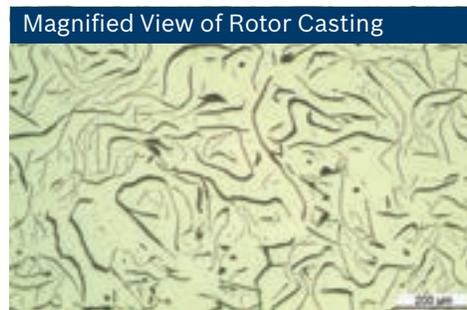
- ▶ Inhomogeneous heat flow
- ▶ Poor heat dissipation causing
 - Distortion and run out
 - Judder and vibration
 - Cracking and hard spots
 - Poor durability



Competitors Low Cost Inconsistent Graphite Clusters

Bosch QuietCast™ Long Graphite Strands

- ▶ Homogeneous heat flow
- ▶ Superior heat dissipation
- ▶ Safe, consistent performance
- ▶ Superior noise dampening characteristics
- ▶ Long life



Bosch QuietCast™ Long Graphite Strands



Premium Packaging

Bosch QuietCast™ Premium Disc Brake Rotors are packaged in protective, corrugated boxes featuring high-impact graphics and trilingual copy to accommodate NAFTA market requirements. Illustrated labels include axle position and rotor diagram.

The Bosch QuietCast™ program features a dedicated package highlighting the benefits of superior quality and safe operation, providing a clear upsell opportunity.



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