



NEWS RELEASE
For Immediate Release

For more information, contact:
Lynn Konsbruck
Maximum Marketing Services
312-768-7362
lkonsbruck@maxmarketing.com

Raybestos ‘Cruise the Summer’ Promotion: Easy Way to Enter to Win the ’69 Mustang Sweepstakes

MCHENRY, III., July 12, 2016 – The Raybestos® “Cruise the Summer” promotion gives automotive service professionals an easy way to enter to win the newly restored, one-of-a-kind Raybestos 1969 Ford Mustang, plus other exciting prizes, according to Kristin Grons, marketing manager for Brake Parts Inc.

“When we developed the Raybestos ‘Cruise the Summer’ promotion, we wanted to make it as easy as possible for busy shop professionals to enter to win one outrageous muscle car, the custom-built Raybestos ’69 Mustang,” said Grons. “Brake jobs are a big part of a shop’s business, so all the pros need to do is install Raybestos Element3 or European friction and submit the part number box end to enter. It’s that simple.”

With every installation of Raybestos Element3™ or European brake pads now through Aug. 31, automotive shop professionals can send in the part number end flap to receive an entry into the Raybestos ’69 Mustang sweepstakes. One lucky automotive service or parts professional will be randomly selected to win a trip to the 2016 Automotive Aftermarket Products Expo (AAPEX) in Las Vegas to claim the grand prize: the custom-built Raybestos ’69 Mustang. Other great prizes will also be awarded, including Snap-on® gift cards and Raybestos gift packs.

To enter, visit www.raybestos.com/promotions.html and download the “Cruise the Summer” entry form. Submit the completed form with a part number flap from a Raybestos Element3 or European brake pads package. Mailing address and instructions are on the form.

The iconic Raybestos ’69 Mustang is currently traveling throughout North America before making its way to Las Vegas, where it will be awarded to the lucky winner at AAPEX. Painted in classic colors and striping that are true to the time, the classic muscle car features a new Ford Coyote engine similar to the one found in the modern Boss 302. Schwartz Performance installed its famous “G-Machine” bolt-in chassis and an off-the-shelf performance disc brake upgrade package, using Raybestos components and Element3 brake pads with Enhanced Hybrid Technology (EHT®).

About Raybestos Brakes

Raybestos® has been known as the best in brakes for over 100 years. With a demonstrated commitment to research, development and testing, Raybestos is widely recognized for quality brake components, including friction, rotors, drums, calipers and hydraulic products. The company was the first to introduce Enhanced Hybrid Technology (EHT™) with its Element3™ brake pads, delivering the best attributes of ceramic and semi-metallic for optimal performance, improved pad wear and durability, and increased stopping power during aggressive braking. To learn more, visit www.RelyOnRaybestos.com.

###