



<http://www.youtube.com/fordparts>

Motorcraft has customers covered around the wheel this fall

Cooler weather means it's time to encourage customers to get those brakes checked

DEARBORN, Mich., September 25, 2017 – We can't pump the brakes on the return of cooler weather but we can encourage customers to prepare their vehicles for wintry road conditions. Motorcraft has drivers covered with a full lineup of brake products including new brake pads, coated rotors and calipers and hub and bearing assemblies that are durable, easy to install and competitively priced. New coated rotors and calipers offer an updated look that favors a more open wheel design and help protect against corrosion.

While the majority of brake jobs are focused on brake pads, Motorcraft offers everything customers need, with new lines of rotors, pads, calipers and hubs.

Why Motorcraft?

- Brake pads
 - Ready to install out of the box
 - Dynamometer tested
 - Noise damping insulators, shims and attaching hardware to replace worn parts that can contribute to brake squeal
 - Beveled friction material edges – “chamfers” help eliminate vibration for smooth stops
- Coated Rotors
 - Ready to install out of the box
 - Anti-corrosive silver coating provides stylish and clean appearance for open wheel designs
 - Coating inhibits corrosion and helps improve long-term balance
- Coated Friction-Ready Calipers
 - All remanufactured caliper housings start with the OE casting
 - 100-percent pressure tested to help provide leak-free performance
 - Ready to install out of the box; just add Motorcraft brake pads
 - High gloss coating helps protect against rust and corrosion
 - Easy installation – fully assembled with new dust seals, O-rings, boots, bleeder screws, copper washers, slide pins and installation hardware
- Hub & Bearing Assemblies
 - Over 90 percent coverage for Ford and Lincoln vehicles
 - Ready to install right out of the box
 - Lubed and sealed bearing assemblies help protect from water, mud, slush and silt
 - Inner and outer raceways designed to help for long service life
 - Sensor ring and sensor wires included to help provide accurate ABS controller signals
 - Micro-ground hub-to-rotor surface helps minimize lateral runout and pedal vibration
 - ABS components and bearing preload 100 percent tested

The Motorcraft Advantage

- Competitively priced to suit customers' various budget and vehicle needs, including older and higher-mileage vehicle repairs
- Expanded product lineup provides coverage for most Ford and Lincoln vehicles
- Recommended by Ford Motor Company



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As with all Motorcraft parts, these new parts are covered by the two-year Service Parts Warranty (SPW), which provides unlimited mileage coverage for Ford and Motorcraft parts, including labor* and with no commercial exceptions.

**Limited labor costs. See seller for a copy of the limited warranty.*

About Motorcraft

Motorcraft offers a complete line of replacement parts that are recommended by Ford Motor Company. From routine maintenance to underhood repairs, Motorcraft parts offer value with high quality and the right fit at competitive prices. Motorcraft parts are available nationwide at Ford and Lincoln dealers, independent distributors and automotive parts retailers, and are backed by the Service Parts Limited Warranty of Ford Motor Company. For more information, visit www.motorcraft.com.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

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