



**FOR IMMEDIATE RELEASE:**

## **Centric Parts Delivers Ultimate Braking Performance and Customer Confidence with Next Generation PQ PRO Disc Brake Pads**

### **- Delivers immediate stopping power and eliminates the need for break-in procedures**

Carson, CA – Centric Parts, a division of APC Automotive Technologies and North America’s leading manufacturer and supplier of aftermarket brake and chassis components and systems, has just introduced the next generation of premium performance disc brake pads. Called Posi Quiet® PRO (PQ PRO™ for short) by Centric Parts, this innovative and advanced friction line has been developed with the professional technician in mind and addresses key service issues that plague many of today’s technicians and their customers, such as brake fade, weak braking response, excessive noise and time consuming break-in procedures.

According to Ken Selinger, Vice President of Product Management, Centric Parts has combined its legendary Posi Quiet friction development capabilities with cutting edge technological enhancements to create a premium brake pad solution that delivers confidence and peace of mind to drivers while also providing comprehensive, value-driven solutions to technicians.

“Centric’s new PQ PRO brake pads feature our exclusive Mu500™ friction coating technology which provides instant stopping power right out of the box, conditions the rotor swept area and eliminates the need for time-consuming break-in procedures. PQ PRO also quickly removes Geomet or thermal paint from the face of a fully coated rotor, which eliminates extra labor and frees up service bays for more customers,” Selinger added. “This is our top-of-the-line offering and a game-changer given the surge of fully-coated rotors in the market. PQ PRO continues Centric’s tradition of delivering quiet, clean and smooth braking and is backed by 24/7 Assured Roadside Assistance as well.”

### **Delivers “Like New” Braking Performance**

PQ PRO pads feature application-specific friction compounds engineered to restore “like new” braking performance. They deliver exceptional NVH and low-dust performance and are fully compatible with both coated and uncoated rotors.

In addition to featuring Mu500™ coating, PQ PRO pads are 100% positive-molded, 100% post-cured and 100% scorched for consistently superior long-term stopping power. Advanced multi-layer, mechanically-attached shims are incorporated to eliminate noise and shim migration, and precision-cut backing plates are used to ensure a perfect fit and smooth operation. The PQ PRO pads also have the Opti-Check Early Warning System embedded on the pads themselves, providing technicians with a clear visual indication of pad service life.

## **24/7 Assured Roadside Assistance**

To increase technician and customer confidence, every set of PQ PRO brake pads is backed by a One-Year Centric-Assured Roadside Assistance Guarantee, which provides the customer added peace of mind for whatever the road may bring.

The new PQ PRO brake pad line offers industry-leading application coverage for a wide range of passenger cars, light trucks, vans and SUVs. The PQ PRO line features over 903 SKUs, covering 74 vehicle makes and more than 1,500 models from 1961-2019. PQ PRO joins the extensive Centric Parts brake pad product lineup, which includes Posi Quiet<sup>®</sup>, Centric Premium, TACTICAL<sup>™</sup>, Fleet Performance and C-TEK<sup>®</sup>.

## **About Centric Parts**

Centric<sup>®</sup> Parts is North America's leading manufacturer and supplier of aftermarket brake and chassis components for passenger vehicles, light and medium duty trucks, fleet vehicles, high performance vehicles, and racecars. Centric products are marketed under the Centric<sup>®</sup>, C-TEK<sup>®</sup>, Posi Quiet<sup>®</sup>, StopTech<sup>®</sup>, PQ PRO<sup>™</sup>, TACTICAL<sup>™</sup> and Fleet Performance brands. For more information, visit [www.CentricParts.com](http://www.CentricParts.com).

## **About APC Automotive Technologies**

APC Automotive Technologies is a leading supplier of automotive, light truck, and heavy-duty replacement parts. Delivering one of the broadest lines of undercar parts in the market, APC provides a comprehensive product portfolio including full line of exhaust, brake, and chassis parts to traditional warehouse distributors, feeders, retailers, and performance and specialty channels. APC Automotive Technologies offers industry-leading product depth, customer service, and support. The company was formed in May of 2017 by the merger of AP<sup>®</sup> Emissions Technologies (Goldsboro, NC) and Centric<sup>®</sup> Parts (Carson, CA). For more information, visit [www.APCAutoTech.com](http://www.APCAutoTech.com).

*Image file: Centric PQPRO\_Pkg-Pads\_2018.jpg*

*Caption: PQ PRO features advanced friction compounds to deliver immediate stopping power and eliminate the need for break-in procedures*

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