



## Expanded Coverage for Omnicraft™ Brake Pads and Shoes Announced

### ***Additional 114 part numbers to provide coverage for high-volume cars and trucks***

**DEARBORN, Mich., November 5, 2018** – Following last year's introduction of new brake pads, Omnicraft™ is announcing 114 new brake pad and shoe part numbers to cover a greater high-volume cars and trucks, including Chevy Silverado and Dodge Ram. This further expands the Omnicraft product lineup aimed at providing a full line of premium quality parts for the most common non-Ford vehicle repairs with parts are backed by Ford and available from the same convenient locations where you buy Motorcraft.®

“Omnicraft is built to give customers what they want and technicians what they need; quality parts that fit right the first time,” said Drew Laird, Ford North American Brake Product Manager. “That’s why we’re excited to announce these additional brake pads and shoes, which are designed for a long, quiet and trouble-free life.”

This expansion now covers many popular vehicle lines, such as Chevrolet Silverado, Dodge Ram and Caravan, Honda Accord and Civic, and Hyundai Santa Fe and include slots and chamfers that help reduce noise.

#### **Omnicraft Brake Pad Features:**

- Organic pads/shoes are formulated for:
  - High heat tolerance with little fade
  - Quiet and low-dusting braking performance
- Semi-metallic pads/shoes are formulated for:
  - High heat absorption to pull heat out of the braking system
  - Consistent braking performance with excellent cold bite

#### **The Omnicraft Advantage:**

- Available for non-Ford/Lincoln vehicles
- Precision-manufactured components for a long life
- Approved and backed by Ford Motor Company
- Backed by limited lifetime warranty with unlimited mileage, labor included, and no commercial exceptions\*

The Omnicraft portfolio is planned to grow to more than 8,000 parts to provide customers the parts they need for their non-Ford/Lincoln repairs.

*\*Limited labor costs. See seller for limited-warranty details. Defect only. Original purchaser receipt required. Excludes towing. Parts included. Labor limited to two years.*

*Omnicraft™ is a trademark of Ford Motor Company. Motorcraft® is a registered trademark of Ford Motor Company.*

#### **About Omnicraft**

*Omnicraft is part of the Ford lineup of parts brands: Ford Parts, Motorcraft® and Omnicraft. Omnicraft is the exclusive non-Ford/Lincoln parts brand of premium aftermarket parts. With over a century of parts heritage to build upon, Omnicraft provides excellent quality and fit and is a preferred choice of professional automotive technicians. To find out more about Omnicraft, visit [www.omnicraftautoparts.com](http://www.omnicraftautoparts.com) or contact your local Ford or Lincoln Dealership.*



**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](http://www.corporate.ford.com).*

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