



NEWS RELEASE
For Immediate Release

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

Raybestos 1953 Chevrolet Pickup Delivered to Winner

MCHEMRY, III., May 20, 2019 – The Raybestos® 1953 Chevrolet® pickup truck is now home in Minnesota, having been recently delivered to grand prize winner Charles Ruder, according to Kristin Grons, marketing manager for Brake Parts Inc LLC (BPI).

Family, friends, customers and members of the Minneapolis Fire Department joined Ruder at an open house lunch hosted by Brake & Equipment Warehouse in Minneapolis, Minnesota to see “Big Red” and meet legendary car builder Jeff Schwartz. Andrew Miller, director of sales for BPI, Steve Sontich, customer experience specialist for BPI and Grons officially handed over the keys to the upgraded classic truck.

“The weather was chilly, but the sun came out and shone on the truck as we presented the classic icon to its new owner,” said Grons. “We congratulate Charles again and thank him for being a loyal Raybestos customer. We know he’ll enjoy cruising around town, showcasing his new ride.”

Ruder was named the grand prize winner at a special booth reception held at the BPI booth during the 2018 Automotive Aftermarket Products Expo (AAPEX) in Las Vegas, Nevada.

About Raybestos

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 brand 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. Raybestos is the flagship brand of Brake Parts Inc, a global supplier to major auto parts organizations. To learn more, visit www.raybestos.com.

###