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New Brake Pad and Shoe Certification Being Launched in the Aftermarket; “BEEP” Seal to Begin Appearing on Packaging

Las Vegas, Nev. – The Brake Effectiveness Evaluation Procedure, also referred to as BEEP, is now being launched in the automotive aftermarket industry. The new industry accepted guidelines for brake pad and shoe performance assures consistency with critical OE braking requirements, according to the Brake Manufacturers Council (BMC).

BEEP provides confidence to the end user that he/she is receiving high-quality products manufactured by QS9000/ISO9001 certified companies and provides the technician a guideline to compare brake pad and shoe products, according to Walter Britland, director of aftermarket engineering for Federal-Mogul Corp.

“BEEP is the culmination of more than 10 years of hard work and collaboration between numerous brake manufacturers and an SAE taskforce which aimed to develop a comprehensive procedure for friction performance to be evaluated in a viable manner,” said Britland, who also serves as BEEP chairman.

Certified BEEP products will be identified by a seal which is now being placed on packaging and other appropriate literature and marketing materials. According to the BMC, the industry’s leading manufacturers are currently seeking certification to use the BEEP seal.

“We strongly encourage all brake manufacturers to learn more about BEEP certification and look forward to working with our customers to help them learn about the benefits of selling and installing BEEP-certified products,” Britland added. The BMC will work with other industry organizations to increase the awareness and value of BEEP certification.

BMC Launches BEEP – add one

Established in 1973 and incorporated in Washington, D.C., BMC's members are dedicated to improving the quality and performance of brake parts and systems for North American cars and light trucks. More information is available from the BMC Web site, www.brakecouncil.org. BMC ... Your first call for automotive brake information.

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