

## Hella Pagid celebrates its tenth anniversary

- Since its foundation in April 2013, the joint venture has developed into a leading full-range supplier of brake systems in the independent aftermarket
- The key factors are the high product coverage and the excellent quality of products and services

Hella Pagid, leading brake system specialist for the independent automotive aftermarket and joint venture between automotive suppliers TMD Friction and HELLA, is celebrating its tenth anniversary. On 23 April 2013, Hella Pagid GmbH was founded as an equal joint venture between TMD Friction and HELLA at the former headquarters of the PAGID brand, which is still the leading brand in original equipment.

With the addition of brake products, one of the top-selling product groups in wholesale, HELLA has been able to increase its extensive range, particularly in the area of wear parts. At the same time, the cooperation with HELLA offered TMD Friction the opportunity to distribute its high-quality products to more than 80 countries worldwide via the globally positioned HELLA aftermarket network with more than 20 sales companies.

When the joint venture was founded, the initial focus was on dry brakes, including brake pads from TMD Friction manufactured with OE expertise. As a result, Hella Pagid has developed into one of the few full-range suppliers in the global independent automotive parts market. In the following years, the product range was continuously expanded, so that today the company can boast a coverage of almost 100 percent for brake pads and brake discs, as well as a continuously increasing market coverage of more than 85 percent in the hydraulics sector.

# Press release

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As early as 2018, Hella Pagid began to include a significant number of core-free new calipers in addition to its extensive deposit-based brake caliper range. The number of applications in this product line was recently doubled.

Hella Pagid is very well positioned for the future, also with regard to market trends such as e-mobility. "For example, we already meet increasing legal requirements for emission reduction [(e.g. EURO 7 and Better Brake Rules (USA) - from 2025)]. We benefit from TMD Friction's world-leading research and development and the associated direct transfer of know-how to our articles," says Lars Brylka, Managing Director at Hella Pagid.

This know-how transfer means that Hella Pagid has already been fulfilling the specifications that will apply in the USA from 2025 with regard to the copper content in brake pads (<0.5%) for years and is therefore ahead of the market. Additionally this transfer of know-how also helps Hella Pagid to offer the right brake pads for more than 90 percent of all electric and hybrid models and the right brake discs for more than 85 percent.

Today, Hella Pagid is a full-range supplier offering more than 14,000 spare parts for brake systems in OEM quality for all vehicle models. The range of brake pads and brake discs alone amounts to around 4,700 items (approx. 2,100 brake pads & more than 2,600 brake discs).

## **Note:**

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**Hella Pagid GmbH, Essen:** The joint venture consisting of automotive supplier HELLA and automotive supplier TMD Friction, part of Nisshinbo Group, distributes brake components and accessories on the worldwide automotive aftermarket. Both partners have a 50% share in the joint venture. Hella Pagid benefits greatly from the expertise of the two automotive suppliers, skills which complement each other exceptionally well. This joint venture perfectly combines the strengths of two market-leading companies in original equipment, aftermarket, and service. TMD Friction is the world's leading manufacturer of brake linings, whose

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product portfolio combines top brake technology with constant innovation. Hella Pagid products are distributed via the HELLA global retail organisation.

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