

**Jurid® Launches Extensive Brand Overhaul**  
***New packaging, website content and increased customer technical  
support for OE-quality braking brand***

Kontich, Belgium, March 8<sup>th</sup> 2018 ... Federal-Mogul Motorparts, today announced that it is launching a multi-stage brand enhancement for its braking brand, Jurid®. The first stage will begin with new high-quality packaging for its light vehicle (LV) brake pad range and will be followed by the rest of the portfolio, including commercial vehicle (CV) and rotors. Improvements to the website and enhanced online resources are also part of the update, which builds upon the brand's pursuit of German engineering expertise backed up by dedication to customer support.

“Through non-stop research and development, we continuously tailor our high-quality braking technology to fit the market's needs, even when it comes to packaging,” explains Gozde Kirali, Brand Manager, Braking, Federal-Mogul Motorparts EMEA. “That's why we completely redesigned our packaging to be in line with the inventive, technology-driven spirit of the brand. Whether we develop brake pads or catalogues, accuracy, safety and reliability are at the very heart of Jurid's high-quality engineering.”

The new packaging features a QR code that links to the 'Find My Part' page of the Jurid website providing useful product-specific information, such as fitting instructions and tips. The website itself contains additional information on both LV and CV ranges and technical tips, installation guides, catalogues, technical training and videos. Also featured is a new blog section where technicians, workshop owners and distributors can discover the latest news from Jurid regarding product information, promotions, events and more. An additional benefit of the new packaging is a greater range of box sizes, significantly reducing wasted storage space and increasing distribution capacity. Importantly, the packaging also contains Federal-Mogul Motorparts' anti-counterfeit label, ensuring that technicians have confidence that the part they are fitting is a high-quality Jurid component.

Jurid has introduced countless braking innovations since it was founded in 1915. From its very first compression-moulded brakes in 1920, to the launch of Jurid White brake pads almost 100 years later, it has built a solid reputation for delivering state-of-the-art braking

technology. Today, Jurid's comprehensive braking range offers outstanding European parc coverage for brake pads and rotors, as well as providing callipers and brake and clutch cables. All Jurid's components are tested and/or manufactured at Federal-Mogul Motorparts' facility in Glinde, Germany. For more information visit [[jurid.co.uk \(regional!\)](http://jurid.co.uk)]

### **About Federal-Mogul**

Federal-Mogul LLC is a leading global supplier of products and services to the world's manufacturers and servicers of vehicles and equipment in the automotive, light, medium and heavy-duty commercial, marine, rail, aerospace, power generation and industrial markets. The company's products and services enable improved fuel economy, reduced emissions and enhanced vehicle safety.

Federal-Mogul operates two independent business divisions, each with a chief executive officer reporting to Federal-Mogul's Board of Directors.

Federal-Mogul Motorparts sells and distributes a broad portfolio of products through more than 20 of the world's most recognized brands in the global vehicle aftermarket, while also serving original equipment vehicle manufacturers with products including braking, wipers and a range of chassis components. The company's aftermarket brands include ANCO® wipers; Beck/Arnley® premium OE quality parts and fluids; BERU®\* ignition systems; Champion® lighting, spark plugs, wipers and filters; Interfil® filters; AE®, Fel-Pro®, FP Diesel®, Goetze®, Glyco®, National®, Nüral®, Payen®, Sealed Power® and Speed-Pro® engine products; MOOG® chassis components; and Abex®, Ferodo®, Jurid® and Wagner® brake products and lighting.

Federal-Mogul Powertrain designs and manufactures original equipment powertrain components and systems protection products for automotive, heavy-duty, industrial and transport applications.

Federal-Mogul was founded in Detroit in 1899 and maintains its worldwide headquarters in Southfield, Michigan. The company employs nearly 53,000 in 24 countries. For more information, please visit [www.FMmotorparts.eu](http://www.FMmotorparts.eu)

\*BERU is a registered trademark of BorgWarner Ludwigsburg GmbH

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**IMAGES:**

	<p>The new Jurid® packaging aims to portray the technology-driven spirit of the brand, emphasizing that quality is in the details.</p>
	<p>The new packaging will be adopted by the Light Vehicle range first and then spread across the rest of the Jurid® portfolio.</p>
	<p>Gozde Kirali, Brand Manager, Braking, Federal-Mogul Motorparts EMEA: “Jurid® quality is in the details and in our brand-new packaging.”</p>