

Bendix Spicer Foundation Brake LLC

A Bendix CVS and Dana Joint Venture

News Release

For more information, contact:

Barbara Gould
Bendix Commercial Vehicle Systems LLC
(440) 329-9609
barbara.gould@bendix.com

or

Ken Kesegich
Marcus Thomas LLC
(888) 482-4455
kkesegich@marcusthomasllc.com

FOR IMMEDIATE RELEASE

ONLINE FORMULA BLUE® PARTS GUIDE NOW AVAILABLE FROM BENDIX SPICER FOUNDATION BRAKE

System Provides Quick, Easy Searches of More Than 8,000 Hydraulic Brake Parts

ELYRIA, Ohio – June 5, 2013 – Bendix Spicer Foundation Brake LLC (BSFB) has launched the online Formula Blue® Parts Guide, offering the quickest and simplest navigation to date of its complete catalog. Housed at www.foundationbrakes.com, the guide provides fleets, distributors, and dealers with easy access to BSFB's comprehensive Formula Blue line of hydraulic brake parts for light- and medium-duty vehicles in Class 1 to Class 6 applications.

Bendix Spicer Foundation Brake LLC is a joint venture between Bendix Commercial Vehicle Systems LLC and Dana Commercial Vehicle Products, LLC. The Formula Blue line features a broad range of applications and provides a complete solution for fleet-oriented light- and medium-duty vehicles at an economical price. Products include new and remanufactured brake calipers, premium rotors, and complete lines of pads, shoes, brake hardware, drums, master cylinders, and clutch hydraulics.

"The online Parts Guide adopts the straightforward way most of our customers already approach parts buying," said Andy Cifranic, product manager for Formula Blue. "It's as simple as, 'Here's my vehicle, and here's the type of part I need. Show me the product numbers.' That's how our customers search for parts and exactly how we've designed this online guide."

Guide users are presented with an easy-to-use menu requiring just four choices: vehicle year, make, and model, plus the type of product needed. After making their selections from the pull-down options in each category and submitting the request, customers are instantly presented with a list of the Formula Blue parts for their specific application. A "back" button makes it easy to alter the selections, greatly speeding up the process for customers servicing a variety of different vehicles.

-more-

The guide includes more than 8,000 parts, covering model years through 2013 for virtually all domestic and import light- and medium-duty vehicles. It eliminates the need for manual part searches through traditional paper catalogs and their supplements, which can run several hundred pages in length.

To see the Formula Blue® Parts Guide in action, visit www.foundationbrakes.com and look for the link in the left-hand column. For more information, call the Formula Blue hotline at 1-866-610-9709.

About Bendix Spicer Foundation Brake LLC

Bendix Spicer Foundation Brake LLC combines and expands the complementary wheel-end foundation brake technologies of two global leaders – Bendix Commercial Vehicle Systems LLC and Dana Commercial Vehicle Products, LLC. The joint venture, formed in July 2004, is a single, complete source for OEM brake system design, manufacturing, hardware, and support for all foundation brake components and actuation systems, as well as all-makes coverage of nearly 50,000 medium- and heavy-duty aftermarket parts. Bendix Spicer Foundation Brake LLC is headquartered in Elyria, Ohio, with engineering operations in both Elyria and Kalamazoo, Mich., and a manufacturing facility in Bowling Green, Ky. For more information, call 1-866-610-9709 or visit www.foundationbrakes.com. To learn about career opportunities at Bendix Spicer Foundation Brake, visit www.bendix.com/careers. Follow BSFB on Twitter at http://twitter.com/Bendix_CVS. Log on and learn from the Bendix experts at www.brake-school.com.