



# VOLVO GENUINE BRAKE PADS

Brake pads are complex products, crucial for the braking performance and the demands to meet the specification for Volvo Genuine Brake Pads are immense.

Among the requirements the brake system demands are to withstand high temperature differences and extreme weather conditions. The brake pad developed together with the Volvo brake disc will during all time in service deliver a solid brake performance and a minimized occurrence of comfort issues e.g. brake noise, vibration etc..

The brake pad is a part of the complete braking system and contributes in the function of transferring kinetic energy into heat via friction between the disc and pad material. The front brake pads are often more worn due to the brake force distribution (front/rear).

## BRAKE PAD PRODUCT FEATURES

The friction material in the brake pads consist of five main components; fibre, filler, binder, abrasive and lubricant. The exact material combination is adapted to match the vehicle model.

The brake pads are developed to work in perfect harmony with the brake system. The brake parts work in close cooperation with the Volvo Active Safety systems; the Antilock Braking System (ABS) with Electronic Brake Distribution (EBD) and Electronic Brake Assistance (EBA), and also the automatic braking system, City Safety, the collision warning with auto brake and the pedestrian detection.

## THE CUSTOMER AND THE PRODUCT

Brakes are important products for our customers' safety – they interact with our sophisticated systems and software to ensure the intended safety performance of our cars.

Volvo sources suppliers of brake pads carefully and put high demand on the content and features of the material. The brake pads have to fulfil Volvos high demand testing program.



## SELLING POINTS FOR VOLVO GENUINE BRAKE PADS

### 1. WHEN BUYING VOLVO GENUINE BRAKES, YOU KNOW THEY ARE DEVELOPED AND TESTED FOR YOUR VOLVO

- With the same parts as the car was built of, you can rest assured that original safety and quality is retained.
- Thanks to the exact precision of Volvo Genuine brake pads, you won't have to worry about unnecessary problems such as noise or vibrations due to unbalanced brake pads.
- Buying Volvo Genuine brake pads is an investment in safety and quality.

### 2. WITH THE WRONG HARDWARE YOU CANNOT TRUST THE SOFTWARE

- The braking system is a sophisticated system built up with a lot of software. With the wrong brake parts you cannot trust the system to work properly.
- The more technologies in the car, for example City Safety, Pedestrian Detection and Auto Brake functions, the more important it is to use Volvo Genuine brakes.
- Never risk the brake performance because of non-genuine brake pads in your Volvo!