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Carlson Launches New Website

MEDIA RELEASE

For immediate release

JULY 10, 2013 – Today Carlson launched a new website for its brake hardware parts, showcasing its full catalog of parts and offering educational tools reinforcing the importance of changing brake hardware.

The new website showcases the brake hardware expertise that Carlson has developed over the past 40 years, with exploded view images of the brake system highlighting all the individual hardware parts that Carlson manufactures.

Visitors to the site can learn about the importance of changing brake hardware from numerous educational resources. Recent videos from Two Guys Garage are featured on the homepage, in which the hosts discuss how often changing brake hardware is overlooked when getting a brake job completed. The site outlines results from case studies which prove how changing brake hardware is an affordable and smart way to protect the investment of new brake pads and rotors, since it will make parts last longer and optimize performance.

The site also features an extensive searchable catalog of brake hardware parts offered by Carlson. Visitors to the site can enter their car's year, make, and model and the site will show the applicable brake hardware parts.

The new Carlson website can be visited at www.carlsonqualitybrakeparts.com.

About Carlson

As an innovator in domestic and foreign brake hardware – Carlson Quality Brake Parts delivers state-of-the-art brake materials across all channels of the automotive aftermarket, including, but not limited to light and medium duty trucks. Our mission is to provide our customers and distributors with the highest quality products while servicing the automotive aftermarket with unparalleled customer service that demonstrates flexibility and consistency. Our proprietary processes and product procedures combine with exceptional on-time delivery, competitively priced products and unique availability, allowing Carlson Quality Brake Parts to remain a leader in aftermarket brake hardware. To find out more about how Carlson can service your automotive hardware needs, www.carlsonqualitybrakeparts.com