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Carlson Introduces Drag Reduction Technology

MEDIA RELEASE

For immediate release

JULY 14, 2014 – Today Carlson announced the availability of a new product that expands its portfolio of quality brake part solutions: Drag Reduction Technology.

Carlson Drag Reduction Technology (DRT) introduces an innovative design that reduces the undesirable brake drag which can lead to improper pad wear, increased noise levels, decreased brake pad life, and reduced gas mileage. DRT is an affordable and easy-to-install product, expertly designed to improve vehicle drivability, wear and efficiency. DRT is an aftermarket upgrade that fits over 192 million vehicles on the road today.

Carlson's DRT uses a specially designed clip to keep brake pads away from the rotor when brakes are not being applied, reducing brake drag to maximize fuel economy and the horsepower delivered to the wheel. An independent study showed that the use of DRT on the front brakes of a common four-door sedan reduced the average drag by over 70%.

“Carlson’s new Drag Reduction Technology not only improves brake performance and pad life, but it is a cost effective way to get the most of your vehicle’s fuel efficiency and horsepower,” said Tony Drerup, President, Carlson Quality Brake Parts. “In other words, it’s good for the environment and your pocket.”

More information on DRT is available on the Carlson website,

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.

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