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**GOODYEAR BRAKES OFFERS PREMIUM LINE OF BRAKING COMPONENTS FOR**

**TODAY’S MOST POPULAR VEHICLES**

**CHARLOTTE (September 16, 2020) –** The new line of Goodyear Brakes, a licensee of the Goodyear Tire & Rubber Company, provides premium quality brake bundles, calipers, rotors, brake pads and all the hardware for today’s most popular vehicles, from daily drivers to SUVs as well as light trucks. This line of brakes is all backed by a national warranty, decades of production experience and one of the best-known names in automotive excellence.

“The Goodyear Brakes product lineup offers the ideal solution for almost every braking need – whether drivers are looking to save money on their vehicle repairs, upgrade their performance or restore their perfect car,” said Bruno Massel, automotive expert. Massel is also a NHRA driver and pit reporter and host of “Truck U” and “Garage Squad”. “Goodyear Brakes provides all of the information and advice you need to plan your project, order your braking components and install your brakes at GoodyearBrakes.com. Whether you’re an accomplished mechanic or a do-it-yourselfer, you can now tackle your brake replacement with confidence backed by one of the most trusted automotive brands.”

GoodyearBrakes.com is designed to support both do-it-yourself and do-it-for-me customers. The Goodyear Brakes unique direct-to-consumer platform offers motorists an easy to use system for ordering everything they need for their brake project. This information is all based on the vehicle’s VIN and license plate along with their driving needs. This is backed by online expert advice, “How To” videos and guidance that do-it-yourselfers need to replace their own brakes. For consumers who want to purchase the highest-quality parts and have them installed by a qualified technician, Goodyear Brakes provides an easy and economical option.

Goodyear Brakes manufactures and distributes a full line of brake system solutions. The brake pads are manufactured in the USA using a proprietary green production process by a company with more than 50 years of experience in friction science. The rotors are made to Original Equipment Manufacturer Standards (OEM) by OEM-approved manufacturers around the world. Calipers are remanufactured in North America, and today a majority of that manufacturing process has returned to the United States, bringing important manufacturing jobs back to the American economy.

**The Goodyear Brakes Product Line**

**Goodyear Brakes brake pads** feature:

* Goodyear Brakes offers premium brake pads manufactured in the USA
* The brake pads are specifically formulated to provide maximum stopping effectiveness, control and durability
* The patented Vulcan Braid Shims technology is designed to eliminate noise during operation. Goodyear Brakes brake pad slots and chamfers match original equipment specifications to control vibration and brake fade
* All Goodyear Brakes brake pads have a powder-coated backing plate for maximum rust and corrosion protection

High-performance **Goodyear Brakes rotors** feature:

* Goodyear Brakes uses the most advanced machining technology to build maximum performance, durability and safety into every rotor that is created
* Every rotor is CNC-machined to exact specifications to ensure efficient braking and quiet smooth operation
* All Goodyear Brakes rotors are 100 percent balance tested to eliminate vibration and enhance product life
* Every rotor receives the Goodyear Brakes proprietary Antiox Max™ coating for maximum rust and corrosion protection, a critical protection needed for driving in inclement weather and brine-treated streets

High-performance **Goodyear Brakes calipers** feature:

* Goodyear Brakes calipers are built using exacting standards to match original equipment manufacturer (OEM) requirements
* Every Goodyear Brakes caliper comes with the correct brackets and hardware to ensure a perfect installation
* Every Goodyear Brakes caliper is 100 percent pressure-tested to prevent leaks and ensure quality and safety
* Banjo bolts are included in each kit where required
* Goodyear Brakes calipers provide exceptional longevity, reliability and environmental responsibility
* Each caliper receives Goodyear Brakes proprietary Antiox Max™ coating for maximum rust and corrosion protection, extending the life and performance of the caliper
* Goodyear Brakes calipers are remanufactured in North America using 85 percent less energy and raw materials during manufacturing, resulting in a truly eco-friendly process. Today, a majority of that manufacturing process has returned to the United States, bringing important manufacturing jobs back to the American economy

**Goodyear Brakes Developed through Advanced Testing and Technology**

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The Goodyear Brakes product line was developed through decades of friction science experience, advanced engineering and thorough laboratory and on-road testing. Testing was performed at the company’s in-house labs, and third-party testing was conducted by Link Engineering Company (LINK) in Detroit. Testing included:

* Dynomometer Tests
* Independent Laboratory Tests
* Environmental Tests and Certification
* Analytical Tests
* Vehicle Traffic Tests
* Performance Vehicle Tests

The Goodyear Brakes team of engineers and scientists work every day to improve the quality, performance and durability of each set of brakes we provide. Using the most advanced technology available in friction science today, Goodyear Brakes brake bundles are designed to be safe, quiet and long lasting. Goodyear Brakes manufacturers all of its brake pads in the United States, using leading green manufacturing processes.

For more information about Goodyear Brakes, visit [www.Goodyearbrakes.com](http://www.Goodyearbrakes.com), call 877.GET.BRKS (877.438.2757) and follow on [Facebook](https://www.facebook.com/GoodyearBrakes/), [twitter](https://twitter.com/GoodyearBrakes) and [LinkedIn](https://www.linkedin.com/in/goodyear-brakes-b186381aa/).

**About Goodyear Brakes**

Goodyear Brakes manufactures premium quality brake bundles, calipers, rotors, brake pads and all the hardware required to successfully install brakes, all backed by a national warranty, decades of production experience and one of the best-known names in automotive excellence. The brake pads are manufactured in the USA using a proprietary green production process by a company with more than 50 years of experience in friction science. The Goodyear Brakes product line is available through [www.GoodyearBrakes.com](http://www.GoodyearBrakes.com) at [Amazon](https://www.amazon.com/s?k=goodyear+brakes&ref=nb_sb_noss_2), [CarID](https://www.carid.com/goodyear-brakes/), [BuyBrakes.com](https://www.buybrakes.com/) and [autoanything.com](https://www.autoanything.com/shop/goodyear-brakes).

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