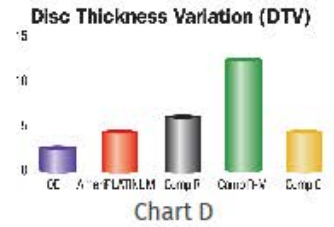
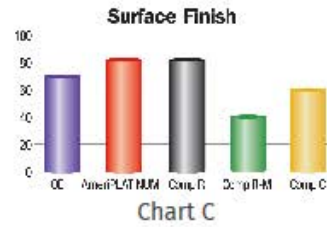
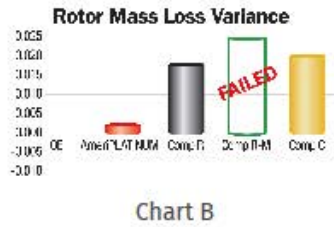
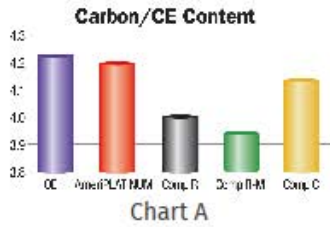


AmeriPLATINUM Rotors vs. the Competition



Metallurgy – Carbon/CE Content (Chart A)

A critical characteristic of a rotor is the chemistry used to make the casting. The chemical elements and ratios are used to measure a rotor's thermal capacity and durability. While "High Carbon" content rotors are marketed as the best, there are other elements crucial to the carbon and Carbon Equivalent (CE) bonds which determine the rotor's actual strength and ability to handle the high heat demands today's brake systems deliver. Chart "A" shows the CE factor of the AmeriPLATINUM rotor and how it rates against some key competitors' rotors. The AmeriPLATINUM rotor has the closest CE factor to the OE.

Rotor Mass Loss (Chart B)

Rotor mass loss is an indicator if the rotor is too hard or too soft which can result in premature pad wear or excessive rotor wear. Chart "B" uses the OE rotor as the baseline. Competitor RM failed the SAE J2928 test. Note the AmeriPLATINUM had the lowest mass loss! Less is better with this test.

Surface Finish (Chart C)

Surface finish is an important attribute for a rotor to deliver smooth and effective braking. A rotor needs to be smooth, but not too smooth so pads can grip the rotor. The rotors noted in Chart "C" were all within the normal surface roughness range. The unique and proprietary groove on the AmeriPLATINUM rotor is designed for a smooth break-in of the pads and rotor.

Disc Thickness Variation (D)

DTV is another significant factor for smooth braking. It is the primary cause of vibration, noise and pedal pulsation. Less DTV is best; note AmeriPLATINUM is again best in class in this critical measurement, with OE as the baseline.



AmeriPLATINUM Rotors Features & Benefits

- Vertically integrated OE manufacturing
 - Design, foundry, machining and packaging
 - **Ensures highest quality standards in every category**
- Specific metallurgy
 - Enhanced structural composition, Carbon + process
 - Nine percent (9%) greater mass than most competitive "premium" rotors
 - **Noise abatement and more mass with Carbon+ maximizes ability to handle high heat generated by brakes (cooler braking)**
- Concentric Grooves
 - Patented finish
 - **Industry leading friction effectiveness right out of the box – eliminates break-in time**
- Casting and Machining processes
 - Most technologically advanced equipment and processes
 - **Balanced rotor ensures smooth and quiet braking**
- Dry Oil composite
 - Unique proprietary process
 - **Corrosion protection and saves time during installations**
- Unique Multi-use shipping container
 - Round container
 - **Protects the product during storage**
 - **Container can be used for various shop uses**
- Coverage for popular late model passenger and light truck vehicles