



ONE OF THE BIGGEST
'E' CERTIFIED BRAKE PAD
RANGES IN THE WORLD

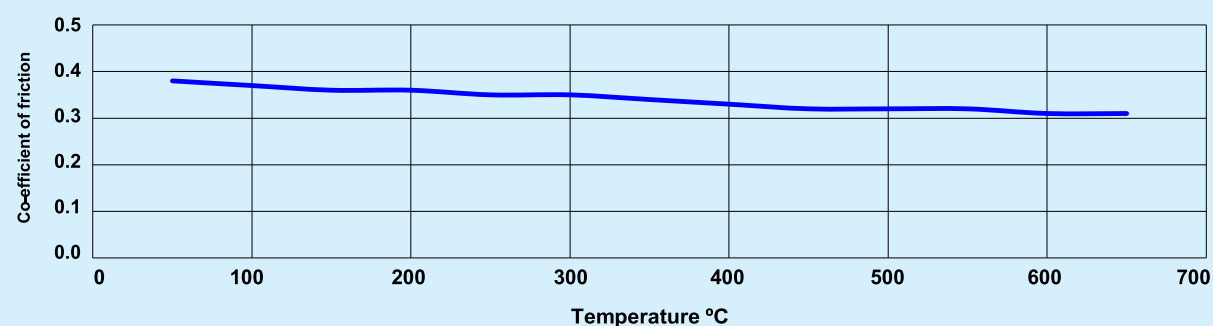
CERAMIC BRAKE PADS

Allied Nippon low-dust Ceramic Formula, provides efficient braking with smooth and reliable stopping power over a wide range of temperature, speed and pressure. Their large range of benefit includes:

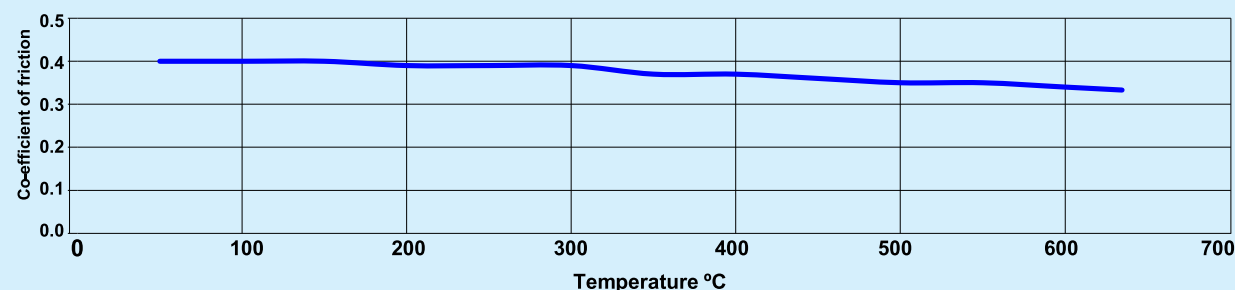


- Low Dust: They are "cleaner" as they produce little brake dust, and the dust which is produced is non-ferrous in nature and tends not to adhere to or stain alloy wheels. This feature keeps the wheels clean for much longer, and they do not require additional abrasive cleaners or degrease to clean up the mess left by the brake pad residue of inferior brake pads.
- Noise Free Braking : Ceramic brake pads cut down on the noise factor by a large margin.
- Shorter Stopping Distance with Smooth Pedal feel heightens satisfaction. They are far more durable with added stability and consistency in braking actions.
- Environment Friendly: Less dust means less strain on the environment. That's another reason why our low-abrasion brake pads are a real asset.

Temperature sensitivity of Copper Free - CEM 121



Temperature sensitivity of CEM 122



Allied
Nippon



WORLD CLASS
BRAKING



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Genuine
Allied
Nippon



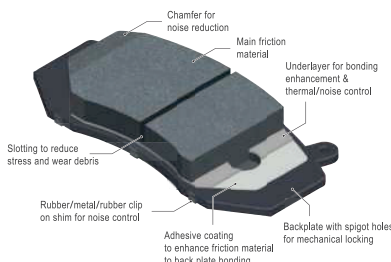
INTRODUCING THE ALLIED NIPPON BRAKING RANGE



GLOBAL BRAKING SPECIALISTS

Braking is in Allied Nippon's DNA. Since its inception back in 1982 the brand has specialised in friction and our products support a plethora of OE, private label and after market customers around the globe.

The approach is simple - quality materials, quality processes and quality manufacturing all in pursuit of world class braking.



BRAKE PADS

When you buy Allied Nippon you're buying high quality brake pads manufactured by our own production facilities. Every pad is backed by over 30 years of experience working with some of the biggest names in the automotive industry. Allied Nippon brake pads deliver trusted performance to a global network of OE, private label and aftermarket clients with millions of sets sold worldwide each year.

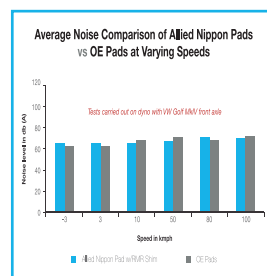
DESIGNED & MANUFACTURED FOR QUALITY

Working with a broad range of clients, including vehicle manufacturers, has helped us hone the design and manufacture of Allied Nippon brake pads to a truly exceptional standard. With complete control of development, raw materials and the manufacturing process, Allied Nippon guarantees superior performance and consistency from each and every pad that rolls off the production line.

COMPOUND

Allied Nippon NAM112 friction compound delivers superior stopping power with every push of the pedal. The excellent wear properties of this material ensures strength and durability for a long service life and, as the below graph illustrates, the NAM112 material formulation also delivers low noise properties across a range of speeds, temperatures and pressures.

BONDING



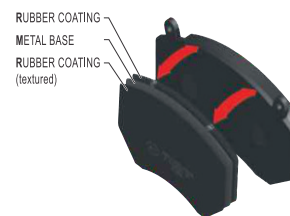
back-plate and ensure durability, strength and

Our friction compound is mixed to precise tolerances then bonded to high-strength backing plates. Specialised bonding materials are carefully selected to adhere compound to

RMR BACKING SHIM

To complement the precisely crafted pad and deliver further noise enhancements, Allied Nippon fits OE-type backing shims to its most popular aftermarket references. Our multi layers shims are condensed named RMR due to their

Rubber-Metal-Rubber construction and designed to reduce audible vibrations within the caliper



COPPER-FREE

Following the outcome of recent studies in the United States, and subsequent regulations limiting the use of copper in brake pads in both California and Washington State, Allied Nippon took the significant step of removing copper from its whole brake pad range. This change demonstrates an environmentally responsible ethos and proactive approach to product development.



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'E' CERTIFIED PERFORMANCE



All Allied Nippon brake pads are 'E' certified under ECE R90 regulations, in fact, we currently offer one of the most comprehensive ECE R90 approved ranges available within the European aftermarket.

ECE R90 regulations are an UN directive that governs brake pad design, construction and performance, stipulating that a pad must perform to within +/- 15% of the original part in a series of stringent tests in order to comply. Buying R90 approved brake pads, such as Allied Nippon, is the only way to ensure that you are supplying safe, reliable products to your customers.

TESTING SUMMARY

A range of OE equivalence performance tests stipulated under ECE R90 Regulation 13



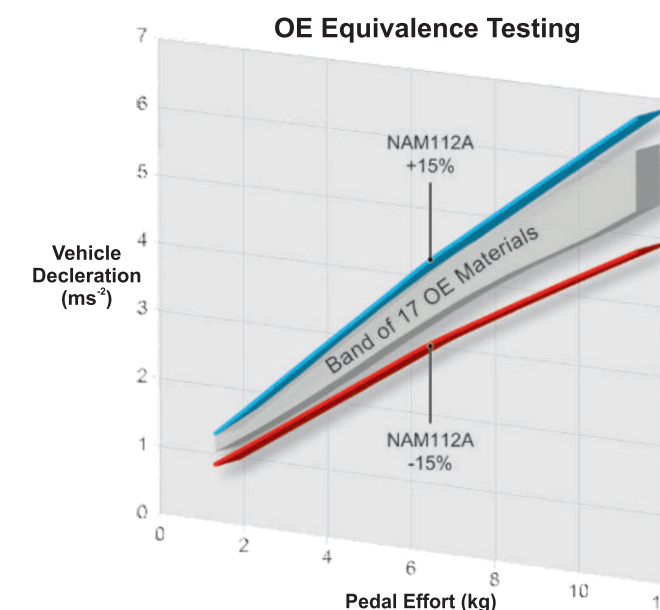
Speed sensitivity tests put our pads through their paces at varying speeds and pressures



Hot shear testing at 300°C ensures a super-strength bond between friction material and back-plate



Pads are rigorously wear tested at varying temperatures up to 600°C



SUPER R90 TESTING

ECE R90 compliance is vital for all credible braking brands but for many this is where the testing stops. For Allied Nippon however, testing goes far beyond the minimum requirements of R90 regulations with a more extensive testing programme - we call this 'super R90' testing.



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