



The BRAKE Report™

Industry Partners

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The BRAKE Report™

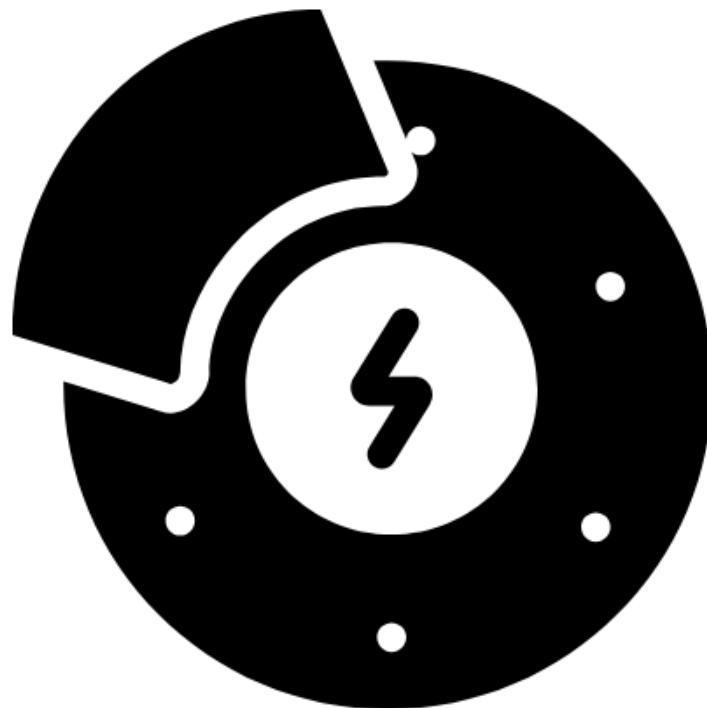
Covering the brake industry since 2012

EDITOR-IN-CHIEF

MIKE GEYLIN

PUBLISHER

BRIAN HAGMAN



www.thebrakereport.com



Industry Partners

HELLO & WELCOME!

At **The BRAKE Report**, our mission is to inform, connect, and engage all members of the global brake community. This mission drives everything we do, and our efforts are made possible through the generous support of our Industry Partners. Their sponsorship enables us to bring you the latest news, insights, and trends in the industry, expanding our coverage and enriching our content. We are grateful for their contributions, which allow us to continue serving and growing our community.



Brian Hagman | Hagman Media

+1 270-300-7001 | bhagman@hagmanmedia.com

9TH ANNUAL

AUTOMOTIVE CHASSIS SYSTEMS USA 2025

STEERING SYSTEMS | BRAKING SYSTEMS | SUSPENSION SYSTEMS

June 10-12, 2025 | Ann Arbor, Michigan

Electrification of the drivetrain, advent of the software-defined vehicles and centralized control and new developments in autonomous and automated driving are inarguably the biggest drivers for technological progress and implementation in automotive braking, steering and suspension systems. Keeping cost low is at the heart of it all.

As the industry moves from traditional to by-wire systems, and new vehicle and systems architectures are developed, vehicle manufacturers are actively working towards balancing cost with innovation, achieving premium feel & performance, increasing ride comfort and ride handling, while meeting regulatory requirements including Euro-7. Ensuring the braking, steering and suspension segments work together has never been more important.

With presentations and discussions tailored to the requirements of each segment; braking, steering, suspension and chassis control, **Automotive Chassis Systems USA** will give attendees the opportunity to merge at various points over the course of three days to network, share best practices and find solutions to shared challenges.

Contact

Email: enquire@automotive-iq.com

[Event Website](#)

Better Brake Parts



Better Brake Parts
WHO STOPPED YOU TODAY...

Providing the automotive aftermarket with high quality brake hardware for disc & drum applications for over a quarter of a century.

Our service is fast and friendly. Our staff is dedicated to quality, and price competitiveness while striving to better their customer service.

That's why we are called Better Brake Parts, Inc.

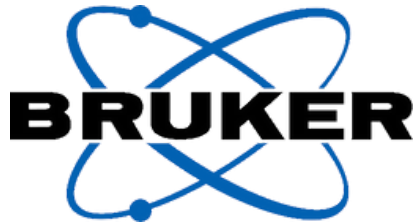
Contacts

Larry Blackburn - Sales - Southern US and Canada
Email: lblackburn@betterbrake.com

Fred Schafer - Sales - Northern US
Email: fschafer@betterbrake.com

Location: Lima, Ohio
Web: betterbrake.com

Bruker Nano Surfaces & Metrology



Bruker's TriboLab HD enables cost-effective, rapid screening of new friction materials. This versatile, high-torque system bridges the gap between the drawing board and dynamometer testing by making repeatable brake friction, wear, and particle emissions studies possible in a laboratory setting.

Critical decisions can be made earlier in the brake material development process, with TriboLab HD's in-lab ability to simulate SAE J2522 protocols and other standards that are then used to screen and rank new formulations. The tool offers the most force torque in a research testing system, the widest range of test capabilities, the most control over test parameters/conditions, and support for brake particle analysis. TriboLab HD helps engineers and manufacturers meet the development needs for standard and emerging brake materials.

Contact

Email: productinfo@bruker.com

Phone: 1-866-262-4040

Location: San Jose, CA

Web: bruker.com/TriboLab-HD



Draxton

DRAXTON[®]

Mobilityinspired

Draxton is a world-class company specializing in the manufacturing and commercialization of highly-complex machined cast and machined iron and aluminum components for passenger and commercial vehicles, as well as industrial applications

Serving over 75 customers and strategically located in 6 countries across 3 continents.

The total annual capacity of the Sector, including Joint Ventures, is:

- More than 640 thousand tons of iron casting.
- More than 11 thousand tons of aluminum casting.
- Machining of more than 30 million parts.

Draxton's team is formed by more than 5,000 talented workers at 15 productive units + Engineering Centers.

With a wide portfolio of technologies, processes and materials we produce highly complex components for brakes, powertrain and transmission systems.

Contact

Email: draxton.sales.na@draxton.com

Phone: +1 (248) 912-1010

Location: Wixom, MI

Web: draxton.com

Frasle Mobility



Fras-le is a leading supplier of heavy duty drum brake lining in North America, with a strong presence in the OEM and IAM markets, our core business being brake pads and linings for medium duty and heavy duty vehicles. As of recently, we are moving towards building a unified global company under Frasle Mobility, resulting in a complete portfolio of products and services solutions. This allows us the opportunity to collaborate our house of brands to further serve different parts of the IAM and OEM markets.

Fras-le has two locations in the United States, a commercial office located in Auburn Hills, Michigan and a production plant in Prattville, Alabama. We are currently expanding our portfolio, launching medium duty hydraulic rotors and heavy duty air disc brake rotors. Fras-le produces high quality and engineered products, with a focus on copper free materials as well as other products such as brake pads for off highway/mining applications, aircrafts, industrial applications and others.

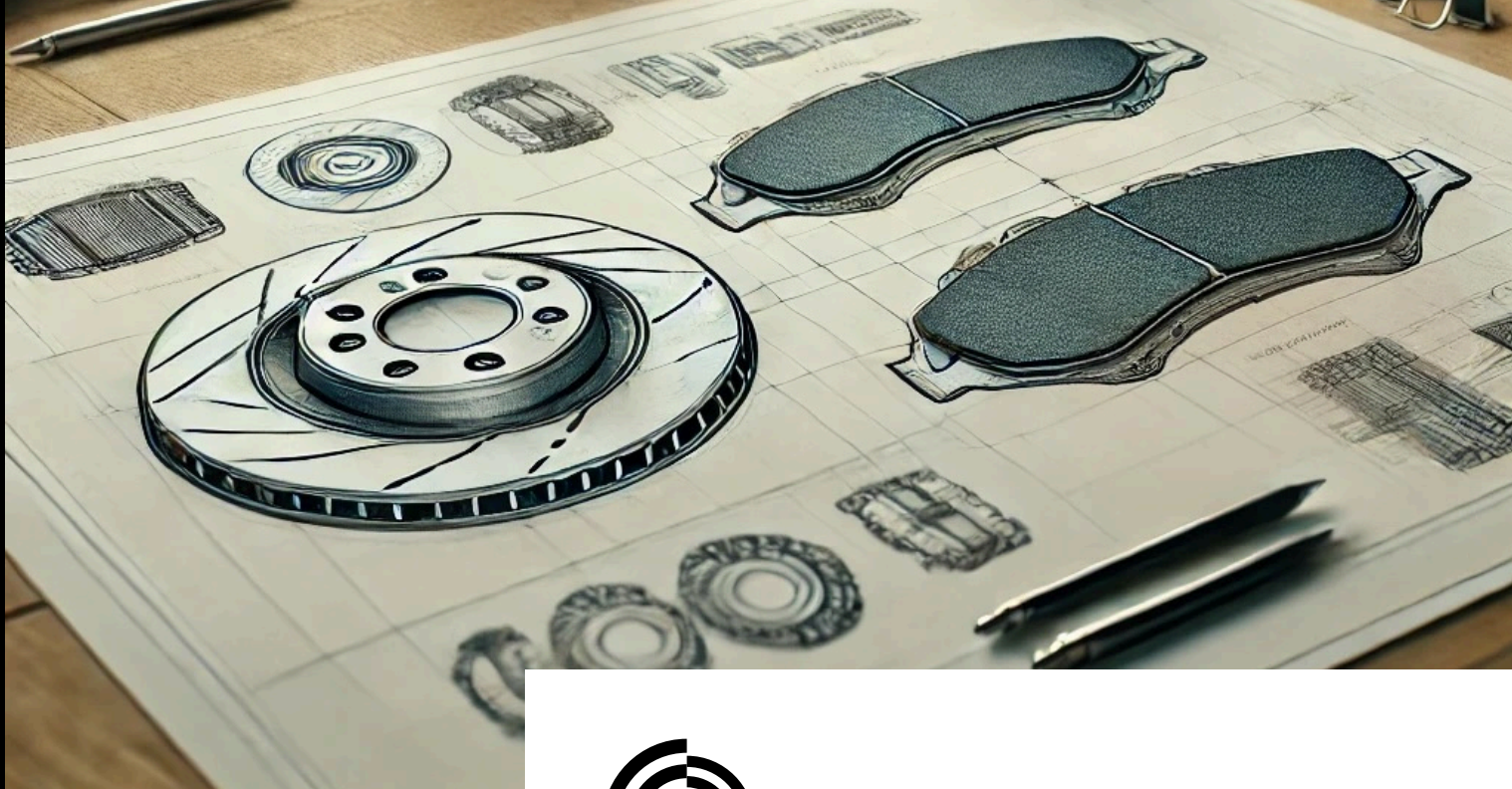
Contact

Email: customerservice@fras-le.com

Phone: +1 (334) 358-5775

Location: Prattville, AL

Web: fras-le.com



Hagman Search



HAGMAN SEARCH

At **Hagman Search**, we're not just another search firm; we're your strategic partner in navigating the complex landscape of talent acquisition within the automotive industry. Specializing in sectors at the forefront of automotive technology – brake systems, eMobility, and automated driving – we pride ourselves on our deep industry knowledge and our ability to connect our clients with top-tier talent that not only meets but exceeds their expectations.

Our focus is razor-sharp, dedicated exclusively to industries that are reshaping the future of transportation. This means we speak your language, understand your challenges, and know exactly where to find the professionals who can drive your business forward.

Contact

Brian Hagman

Email: bhagman@hagmansearch.com

Phone: 1-270-300-7001

Location: Elizabethtown, KY

Web: hagmansearch.com



HORIBA

Shaping a sustainable future through the development of unique and innovative measurement and analysis technology has been at the core of **HORIBA** for more than 70 years, offering customized solutions across various industries. Our brake testing portfolio delivers precision and reliability, featuring advanced brake dynamometers for performance and NVH testing across vehicle types, from compact cars to heavy-duty and railway systems.

Additional solutions include Brake Dust measurement systems and environmental simulation options like saltwater and fog testing. A range of contract testing as well as engineering and consultancy options round off our brake testing portfolio.

Contact

Email: info.he@horiba.com

Phone: +49 6172 13960

Location: Troy, MI

Web: horiba.com

HORIBA

Innovamat



Innovamat Srl is a company born in 2021 from the collaboration of two renowned friction material additive manufacturers, Quartz and Rimsa, Rimsa and Quartz, with over 50 years of combined experience in R&D, product development, and evolving industrial capabilities. From chemical replacement to emissions reduction, we achieve our solutions to contribute to the optimization of the cost-to-performance of the formulations through our expanding manufactured product range.

- Sb and Sn free Synthetic Metal Sulfides, as key additives for adjusting some critical aspects of the performance, wear and comfort both in pads, shoes and blocks.
- Fiber-free Titanates, as key elements for NVH and emissions reduction in brake pads because of the catalytic properties.
- Our range of Synergistic lubricants, that takes advantage of the synergy of several layered molecular structures with weak interlayer bonding to reduce the cost or improve the performance.

Contact

Email: info@innovamatsrl.com

Location: Milan, Italy

Web: innovamatsrl.com



Lapinus



Lapinus is part of the ROCKWOOL Group, the world's biggest producer of mineral fibre-based products. We are proud to be listed as no. 16 among the 100 most sustainable global companies. For over 30 years our sustainable certified bio-soluble fibres, with a high and stable quality, are being used in OEM, OES and AM friction materials.

We support the market using our extensive knowledge, generated using our pilot plant and testing centre. Data using our Krauss machine and full-scale passenger car noise dynamometer allow us to understand the interaction between our fibres and other materials in the friction composite. Alongside our fibres, we also offer PROMAXON®-D, a versatile high quality synthetic calcium silicate, which has a good synergy with our fibres in friction material formulations.

Contact

Email: info@lapinus.com

Phone: +31475353555

Location: The Netherlands

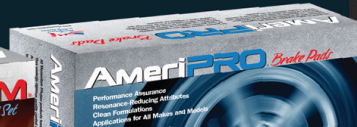
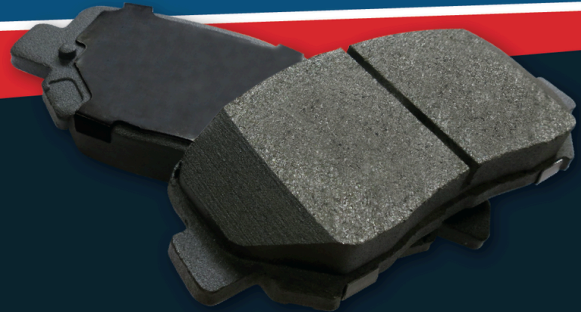
Web: lapinus.com

AmeriBRAKES

WE KNOW BRAKES

BEST IN CLASS PRODUCT FOR EVERY BUDGET

FULL LINE COVERAGE



Momentum USA



MOMENTUM USA, INC.



New World FRICTION ULC

Momentum USA, Inc. is a privately held, family owned company that has provided automotive excellence through manufacturing, distribution, and sales of aftermarket auto parts for over 75 years.

Momentum USA, Inc., with our sister company, New World Friction (NWF), offers a 100% North American made brake pad line. By delivering advanced and innovative brake products, we have earned the trust of many long-term global customers. This allows Momentum USA, Inc. an advantage in the aftermarket for delivering first-to-market products with leading edge technology.

Our **AmeriBRAKES** are at the forefront of materials and formulation development, being the "first-to-market" with a 100% copper free formula. Our exceptional brake pads result from meticulous engineering and high-quality raw materials. Maintaining total control throughout the manufacturing process ensures our products are the highest quality from production to distribution and delivers continual customer satisfaction.

Contact

Email: info@momentumusainc.com

Phone: (866) 272-8330

Location: Richmond, Virginia

Web: momentumusainc.com



At **Nitrex**, we specialize in advanced turnkey heat treatment solutions for brake rotor manufacturers and machining centers, enabling them to produce high-performance rotors with our proprietary Nitreg[®]-C Ferritic Nitrocarburizing and SMART ONC[®] technologies. Our state-of-the-art furnaces and processes offer a cost-effective solution that significantly enhances corrosion resistance, wear protection, and overall durability. To further maximize the benefits of Nitreg[®]-C, our Smart ONC[®] controlled post-oxidation treatment delivers superior, long-lasting corrosion resistance. This enhancement also reduces rust dust emissions and ensures compliance with environmental standards. We are committed to advancing industry standards and promoting sustainability, helping our partners meet the evolving demands of the automotive and commercial transport sectors. Visit <http://www.nitrex.com> to learn more.

Contact

Email: Nitrex email

Phone: +1 514 335 7191

Location: St-Laurent, QC H4R 2J5 Canada

Web: [nitrex.com](http://www.nitrex.com)

NITREX

NRS Brakes



NRS GALVANIZED

The innovative technology behind **NRS Brakes** has earned a reputation for producing the world's longest-lasting and quietest brake pads.

Leading the global market in brake pad technology is our PACE award-winning NUCAP Retention System (NRS) Technology, guaranteeing friction material won't delaminate.

Our pads feature fully galvanized backing plates for extended pad life and an innovative noise-canceling piston insert, ensuring a quiet ride by eliminating noise.

The FMSI now designates brake pad applications with OEM-specified mechanical fusion as "Z". NRS Brakes provides a full listing of all FMSI Z Number applications.

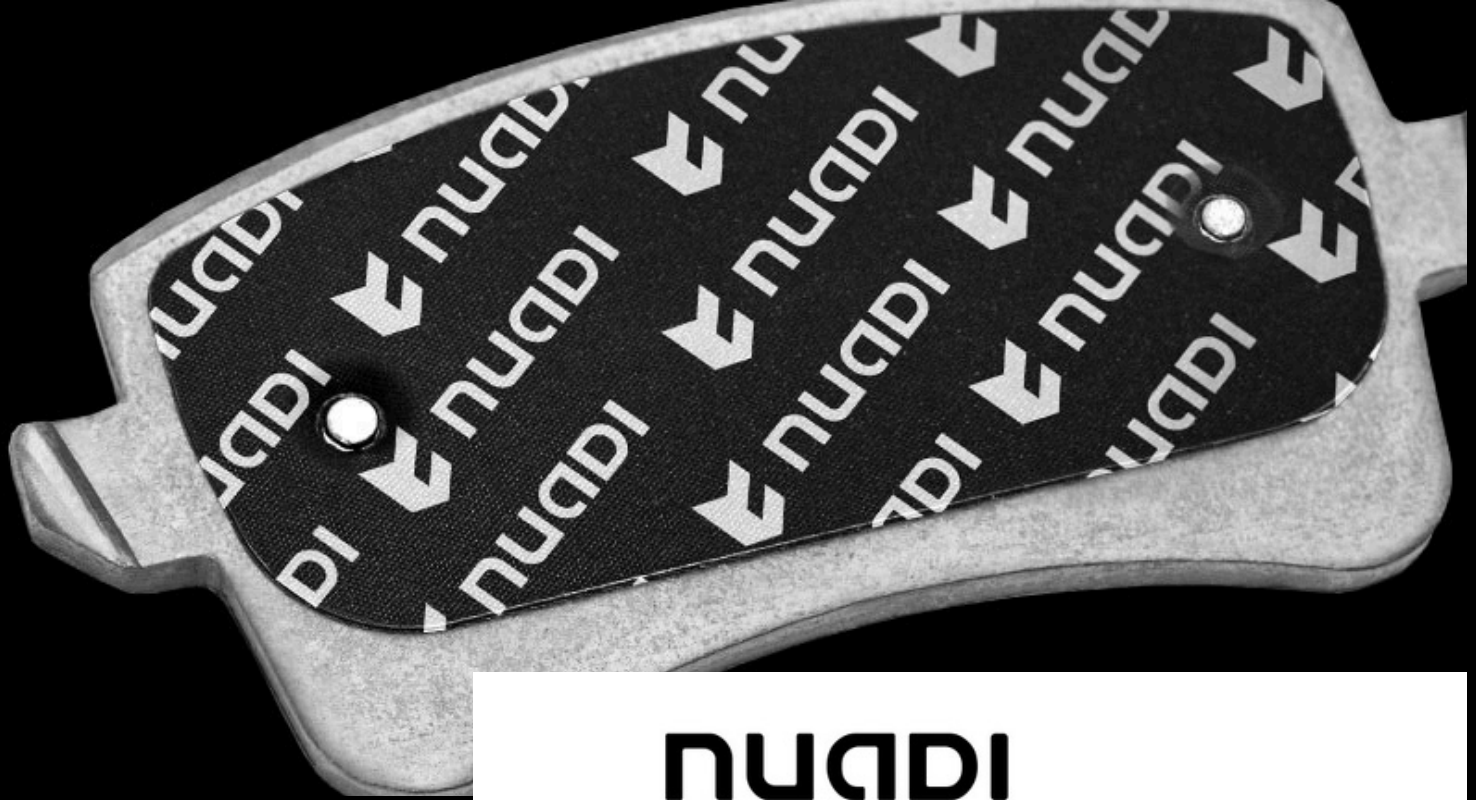
Contact

Email: info@nrsbrakes.com

Phone: 1-877-677-2725

Location: Toronto, Canada

Web: nrsbrakes.com



NUADI Group

NUADI GROUP



NUADI GROUP is formed by two strong brands dedicated to design, develop and manufacture brake components for all types of vehicles. On one hand, NUADI, who has been supplying brake pad backing plates and shims to the OE and Aftermarket sectors for more than 60 years. And on the other hand, SADECA, who has recently joined the group and has over 40 years of experience in designing and manufacturing electrical wear sensors and hardware applications for brake systems.

As a consequence of the great experience of our outstanding team, a relentless work in innovation, product development and continuous improvement allowed NUADI Group to become the international leader in engineering, designing and manufacturing of brake systems components supplied globally to the most recognized OEMs and Brake Systems manufacturers around the world, thanks to our global presence in Asia, Europe and America.

Contact

Email: info@nuadi.com

Phone: +34 948 281 090

Location: Arazuri, Navarra (SPAIN)

Web: nuadi.com

PFC Brakes



PFC Brakes is a global leader in the design, development, and manufacturing of high-performance braking systems. Our products deliver ultimate stopping power, durability, and reliability. PFC Brakes serves various industries, including motorsports, automotive, and commercial vehicles. Renowned for our innovative approach, we utilize advanced materials and proprietary technologies to produce brake pads, rotors, and calipers that consistently outperform competitors.

At PFC Brakes, we are dedicated to pushing the boundaries of engineering, ensuring that our products provide exceptional performance! We even strive to reduce our environmental footprint by employing eco-friendly practices and materials in the production process. PFC Brakes continues to set new benchmarks for precision and performance – NO COMPROMISES.

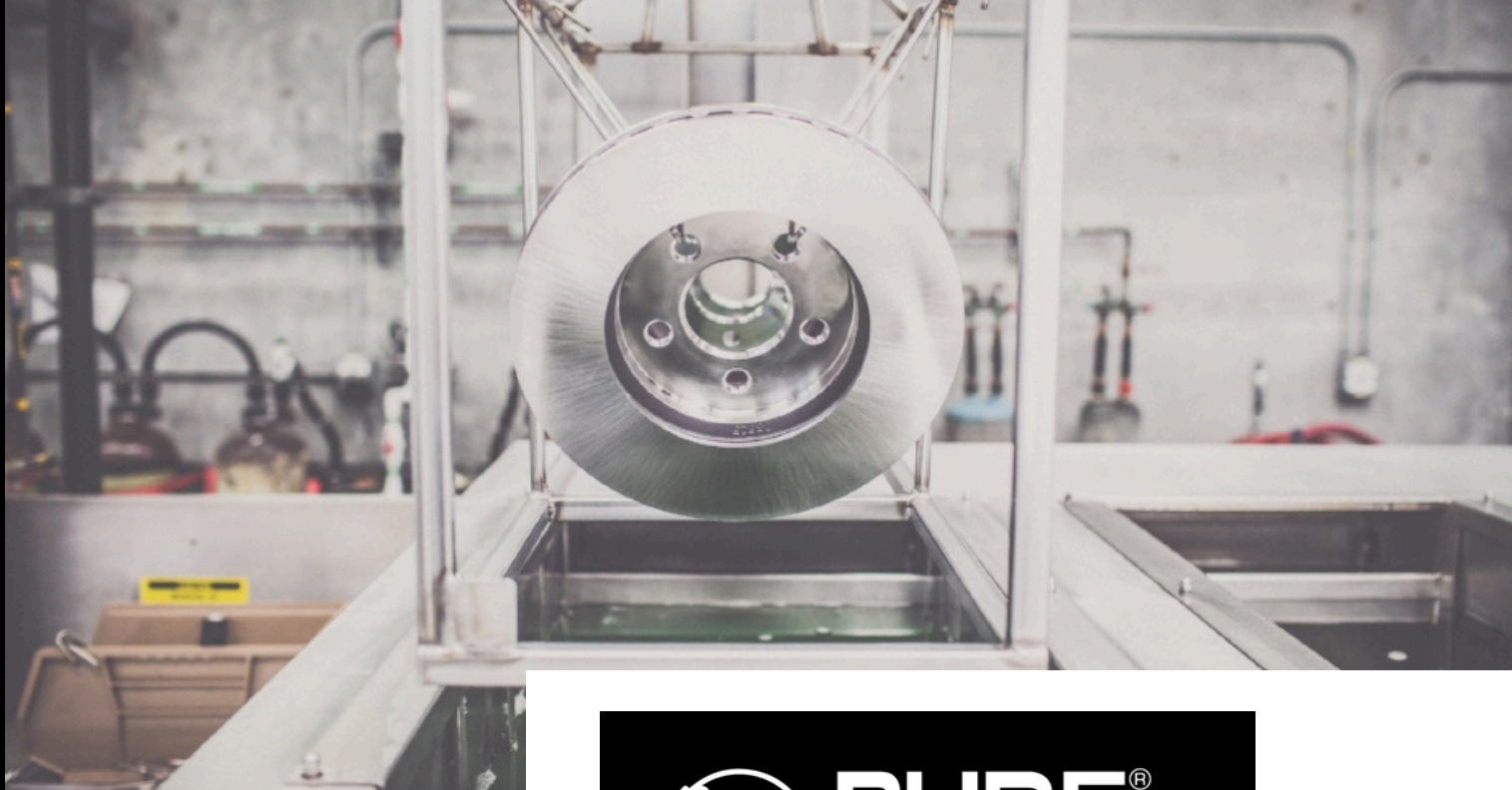
Contact

Email: pfcsales@pfcbrakes.com

Phone: 1-800-521-8874

Location: Clover, South Carolina

Web: pfcbrakes.com



PureForge



PureForge has innovated a Nano-Surface Forging® technology that addresses many of the standard automotive industry issues related to current brake systems. Reducing brake maintenance could lead to reduced labor overhead.

PureForge® Brakes are disrupting and changing what we know about braking and can provide significant TCO benefits to Fleet owners through our patented technology.

PureForge technology has several advantages over standard OEM or aftermarket brake replacement parts. These advantages include longevity, reduced brake dust, corrosion-resistant, and light-weighting.

Contact

Email: info@pureforge.com

Phone: 1-248-481-7096

Location: Pontiac, Michigan

Web: pureforge.com



Brake Colloquium & Exhibition

SAE Brake



At the **43rd Brake Colloquium & Exhibition**, we are your gateway to the forefront of braking technology and innovation. With a rich history spanning over four decades, the brightest minds in the braking industry gather, creating a platform where ideas are cultivated, and partnerships thrive.

The Brake Colloquium & Exhibition is the premier gathering for all those passionate about braking technology. Whether you are an industry veteran, an engineer, a researcher or an emerging professional, this event is designed to educate, inspire, and connect. This is where experts, engineers and enthusiasts convene to discuss the latest developments in the ever-evolving world of braking systems.

Contact

Melissa Jenna - Event Manager, Engineering Events

Email: melissa.jena@sae.org

Phone: +1-724-772-4008

Location: Grand Rapids, Michigan

Web: sae.org/attend/brake

Tribotecc GmbH



Tribotecc GmbH is a global market and technology leader of high performance metal sulfide solutions for the friction industry. The tribological properties of metal sulfide systems with regard to chemical structure, polarity, lubricating ability and thermal behavior are essential for the functioning and performance enhancement of friction products and help to extend the lifetime of components in motion.

Sulfides of various metals have proven to be the most versatile and effective additives for stabilizing the coefficient of friction at high level, prevent brake fading, reduce pad and disc wear and increase comfort by less noise and vibrations. Tribotecc is continuously working with its partners in the brake industry to develop next generation materials to address new requirements such as emission reduction, price stability or substitution of certain metals such as antimony or copper.

Contact

Email: sales@tribotecc.com

Phone: +43 1 5125611-0

Location: Arnoldstein, Austria

Web: tribotecc.com

Sangsin Brake



SANGSIN BRAKE

Sangsin Brake is the No.1 manufacturer in the domestic brake friction materials market, as it occupies the greatest market share in Korea.

Sangsin is equipped with original technologies that are globally appreciated—NVH (Noise, Vibration, Harshness) tuning technology for improved brake sensitivity, environmentally friendly friction material technology addressing the strict regulations in North America and Europe, the most optimized mix and convergence technologies, and raw materials convergence technology for improving safety and abrasion resistance, etc. In preparation of the upcoming electric vehicle era, Sangsin is currently developing a noncontact type of brake auxiliary device as well.

Contact

Brian Kirts

Email: bdkirts@sangsinusa.com

Phone: +1 470-395-6718

Location: Duluth, Georgia

Web: sangsinusa.com

Waupaca Foundry



Discover the power of true capacity.

What is true capacity? At **Waupaca Foundry**, it's more than volume. It's our capacity to keep promises so you can expect tomorrow's deliveries on time, as well as tomorrow's industry-leading advancements. It's leveraging design, material solutions, and additive manufacturing to cut cost, as well as flexing production to meet your needs. It's the capacity to ensure quality, manage value-added services, and offer carbon-neutral Waupaca Green Castings™ to meet your Scope 3 GHG emissions reduction targets. And, it's the capacity to contribute value and solve problems at every stage of launch and production. The most respected brands in the world count on Waupaca Foundry for consistently high-quality gray iron, ductile iron, and austempered iron castings.

It's all this and more. More than you expect. Everything you need to outperform.

Contact

Email: wf.sales@waupacafoundry.com
Phone: 1-715-258-6611

Location: Waupaca, WI
Web: waupacafoundry.com





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- Connect with the global brake industry.





Hagman Media stands at the forefront of the rapidly evolving automotive and transportation landscape. We pride ourselves on delivering not just news, but a rich tapestry of insights and perspectives that keep our readers at the cutting edge. Our signature offerings include:

- The BRAKE Report: Dive deep into the world of automotive safety and innovation, where we unravel the latest trends in braking technology and beyond.
- The EV Report: Electrify your knowledge with our comprehensive coverage of electric vehicles. From groundbreaking advancements to market trends, this is your go-to source for all things EV.
- Self Drive News: Navigate the future with us as we explore the thrilling world of autonomous vehicles. Our in-depth analysis and expert commentary chart the course of this revolutionary sector.

At Hagman Media, we don't just report the news – we dissect it, offering our readers a lens through which they can view the future of transportation, today. Our commitment to quality, accuracy, and foresight makes us more than a media company; we are a pivotal companion in the journey through the automotive revolution.

The BRAKE Report™

The EV Report™

SELFDRIVENews