

Bosch Braking Systems more than just pads

Braking systems have been part of the Bosch product offering since 1927. Today, one in every three Asian, Australasian and European vehicles on our roads have Bosch braking components within their braking system.

At Bosch, we offer you and your customers technology that improves everyday life. And today, Bosch is widely regarded as one of the world's leading innovators in braking technology.

Bosch braking has utilised its know how and the latest engineering technology to combine all the braking components together to provide vehicle users with comprehensive vehicle safety systems. These developments are known as 'Active Safety' for driver control, 'Driver Assistance' for driving guidance and 'Passive Safety' for passenger and pedestrian safety.

Bosch's range of Blue Line brake pads also feature within our new electronic catalogue. Simply go to: **boshecat.com.au** or **boshecat.co.nz**

All of which confirm why Bosch should be your first choice in braking.



Robert Bosch (Australia) Pty. Ltd.

1555 Centre Road
Clayton VIC 3168

For further information please contact Bosch on:

Australia **1300 30 70 40** **www.boschautoparts.com.au**

New Zealand **0800 452 896** **www.boschautoparts.co.nz**

BRAKEAMBROCH2015 AA/MKT3-AA/SAO-CM63



NEW

Bosch Blue Line

Your first choice in brake pads



Whilst every care has been taken in the preparation of this publication, Bosch does not warrant the accuracy or completeness of the information in this publication and Bosch reserves the right to alter specifications without notice. To the extent permitted by law, including the Australian Consumer Law and the Consumer Guarantees Act 1993 (NZ), Bosch excludes all liability, including negligence, for any loss incurred in the reliance on the contents of this publication.

Bosch Blue Line

Your first choice in brake pads



The new Blue Line of Brake Pads from Bosch meets the same high level of quality found within many of our Original Equipment products.

In addition, our pads have been developed to withstand extreme loads having been manufactured from the highest quality raw materials.

Bosch has recognised your car’s specific brake pad needs by developing a friction formulation that suits your vehicle to provide you with the optimum in braking performance and comfort.

Bosch braking products and technology – as supplied via our global network of manufacturing facilities – can be found in many makes of cars currently being produced around the world.

It’s this strong link between original equipment development and our on-going engineering innovation which allows Bosch to deliver a comprehensive brake pad program.

In addition, Bosch Automotive Aftermarket has its own brake pad production, research and development capabilities which not only provide us with the necessary steps and procedures to ensure we deliver top quality products, but also continually improve them as well.

Thus, your brake pad choice should be easy...**choose the Bosch Blue Line**



Bosch Nanjing Brake Pad Facility

Production

- ▶ Modern brake pad production facility
- ▶ Stringent quality control
- ▶ Flexibility production process and lean value stream design to ensure the highest possible quality

Quality and R&D Facilities

- ▶ Development of market leading formulations for safety, comfort and performance while caring for the environment
- ▶ Formulation developed to exceed regulations (ECER90, GB, JASO)
- ▶ Highly experienced, dedicated engineering team
- ▶ Extensive quality control through our entire production process



Nanjing Brake Pad Plant Facts:

- ▶ Size of plant is around 24,700 m²
- ▶ Employs over 500 people
- ▶ New plant opened in late 2012
- ▶ In 2015, over 6 million pads were made and exported worldwide

Bosch Blue Line

Superior brake pad performance

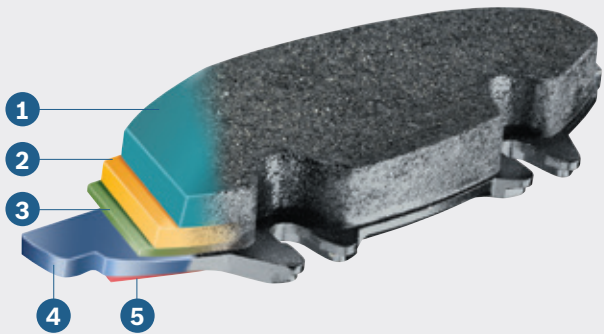
Vehicle brakes are the subject of extreme loads. For example, braking horsepower is about ten times the engine horsepower which explains why brake pads reach such high temperatures.

During long mountain descents or stop-start traffic braking temperatures can reach 650°C and above.

Bosch ensures the performance, dependability and reliability of our braking friction products by conducting extensive product testing through our sophisticated in-house development and testing facility in Nanjing, China.

Each brake pad is developed for Australasian requirements and ideally matches the needs of most drivers through using a selection of special formulations.

Features and Benefits



Feature	Benefit
1 Friction material matched to Australasian vehicles	Performs in all local braking situations
2 Intermediate layer reduces heat transfer	Maintains consistent stopping distances
3 Superior bonding	High shear strength
4 Pad back plate - high material strength	Reduces pad flex
5 Noise suppression system	Eliminates noise

A new, improved brake pad program

In order to stay relevant as well as competitive within the Australasian market, Bosch has made the following improvements to our brake pad range:

- ▶ We’ve created a range to reflect today’s very diverse local car market
- ▶ Avoid complexity by reducing product lines from 3 to 1 programs (Example: Bosch Grey, Blue and Black ‘line’ programs have all been consolidated within our Blue Line program)
- ▶ New pad formulations which eliminate noise, last longer and improve vehicle braking performance
- ▶ Bosch’s new professional global packaging design

