**LOCAL PAPER CONTENT**

Minibus taxis in SA to set the trend in brake pad safety and sustainability

***23 June****,* ***2014:*** *South Africa's minibus taxi industry can improve its poor safety reputation, while lowering the country's road accident rates, by making use of purpose-designed brakes launched locally by global powertrain and vehicle safety technology leader Federal-Mogul.*

USA-based Federal-Mogul is recognised as a leading innovator in the international brake pad industry. The latest innovation to take place on a local level is the introduction of the company's line of copper-free Ferodo Taxi brake pads, which are designed specifically for Toyota Quantum minibus taxis that transport millions of commuters across South Africa on a daily basis.

To further promote safety on the roads, Federal-Mogul brand manager **Alfred Adriaan** reveals that the company has come up with an innovative way to get the taxi community involved by adding a tasty incentive. "Federal Mogul is fully aware that taxi drivers are constantly busy on the roads. In order to ensure that taxis are in safe working condition and that drivers are well fed, we have joined forces with a reputable fast food chain to feed the taxi drivers."

Adriaan explains that when a taxi driver buys and fits Ferodo brake pads, they will obtain a voucher for a free meal at the participating fast food outlet. “Taxi drivers will be asked to present the box that their brake pads came in, together with a receipt, to be able to redeem a free meal."

Federal Mogul made the decision to officially launch the Ferodo Taxi brake pads in October 2013, after discovering the dangerously poor condition of a number of brake systems in Quantum minibus taxis, during extensive field testing across the country.

"Our findings revealed that most braking systems on these vehicles were in substandard condition, which is a danger to everybody on the road. A large number of brake lines were found to be pinched, and this runs the serious risk of the line tearing apart and the entire system failing. Other major issues included an absence of brake fluid and no service history on the brake system," he says.

Adriaan explains that the Ferodo Taxi brake pads have been fitted to numerous volunteer Quantum minibus vehicles with overwhelmingly positive results. "The Ferodo Taxi pads have improved brake pad and disc wear, which translates into less time off the road for taxi drivers, while improving on the braking performance itself.”

Federal-Mogul technical adviser **Bertie Steyn** indicates that industry standard heavy metals in the taxi brake pads have been replaced with a specially formulated solvent to lower the wear rate on the brake pads and discs. “The formulation of an effective solvent was a highly challenging and complex task, however, dedicated hours of research and development resulted in the production of a new component that not only improves safety by lowering friction, but is environmentally friendly too."

By replacing heavy metals with the solvent, Steyn indicates that the Ferodo Taxi pads eliminate emissions of copper and other particles into the environment, while providing better braking and a smoother, quieter performance. "Although copper is an effective ductile component, it is a major pollutant, as it cannot be recovered once the brake pads have reached their operational lifespan."

Steyn adds that this new solvent technology is a breakthrough on an international level. "Federal-Mogul is a global pioneer in the application of this technology. This is clearly evident in the fact that the company has proactively introduced the copper-free Ferodo Taxi brake pads to the local market far ahead of international proposals to entirely eliminate copper from friction materials."

By adopting the copper-free Ferodo Taxi brake pads to their Quantum fleets, Adriaan highlights the fact that taxi owners in South Africa have the opportunity to place themselves ahead of increasingly stringent environmental legislation, while improving their reputation for road safety. "With this in mind, I believe that the Ferodo Taxi brake pad will remain the taxi pad of choice. Federal-Mogul places a strong emphasis on safety and environmental sustainability, and plans to introduce similar products for all types of vehicles in South Africa in the near future."

Federal Mogul will also be doing a number of roadshows in taxi ranks throughout South Africa, with the objective of educating the taxi drivers on the dangers of not properly maintaining the brake systems in their vehicles, in addition to highlighting the numerous advantages that the new taxi pad is able to offer. "Ferodo pads far outlast regular brake pads and therefore do not need to be replaced as often, keeping the taxi on the road for greater periods of time," Adriaan concludes.

***Ends***

**Notes to the editor**
There are numerous photographs specific to this press release. Please visit [http://media.ngage.co.za](http://media.ngage.co.za/) and click the Federal-Mogul link.

**About Federal-Mogul**Federal-Mogul Corporation is an innovative and diversified $6,7-billion global supplier of quality products, trusted brands and creative solutions to manufacturers of automotive, light commercial, heavy-duty and off-highway vehicles, as well as in power generation, aerospace, marine, rail and industrial. Federal-Mogul has two business segments, namely powertrain and vehicle components.

The powertrain segment focuses on original equipment powertrain products for automotive, heavy-duty and industrial applications. The vehicle components segment sells and distributes a broad portfolio of products in the global vehicle aftermarket, while also serving original equipment manufacturers with vehicle products, including; brake friction, chassis, wipers and other components. Federal-Mogul boasts four dedicated divisions in major centres in South Africa, including; Johannesburg, Durban, Port Elizabeth and Pine Town.

Federal-Mogul Corporationis a leading global supplier of powertrain and safety technology and innovation to improve fuel economy, reduce emissions and enhance vehicle safety. The company serves the world’s foremost original equipment manufacturers of automotive, light, medium- and heavy-duty, aerospace, marine, rail and off-road vehicles, as well as industrial, agricultural and power-generation equipment. It also provides well-known brands in the global aftermarket.

Federal-Mogul’s world-class global engineering, lean manufacturing and distribution network deliver best-in-class quality products and services at competitive cost. The company’s sustainable global profitable growth strategy creates value and satisfaction for its customers, shareholders and employees. Federal-Mogul was founded in Detroit in 1899. The company is headquartered in Southfield, Michigan, United States and employs 45,000 people in 34 countries.

Federal-Mogul’s aftermarket products are sold under a variety of well-known brands, including: Abex®, AE®, ANCO®, Beral®, Carter®, Champion®, FP Diesel®, Fel-Pro®, Ferodo®, Glyco®, Goetze®, MOOG®, National®, Necto®, Nüral®, Payen®, Precision®, Sealed Power®, Speed-Pro® and Wagner®. All Federal-Mogul trademarks are owned by Federal-Mogul Corporation, or one or more of its subsidiaries, in one or more countries.

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