

## **ECOBREX IS NOW AVAILABLE IN THE US & CANADA**

*ECOBREX ENTERS THE NORTH AMERICAN MARKET, PREPARES TO IMPROVE INDUSTRY PRACTICES THROUGH UNQUESTIONABLE PRODUCT QUALITY AND UNMATCHED CUSTOMER SATISFACTION.*

**Vancouver, BC, March 29, 2016** – ECOBREX Parts Canada, a leading manufacturer and supplier of aftermarket automotive parts, has entered the North American market recently, with a select portfolio of premium products. The American and Canadian markets will be served through a total of 4 state-of-the art distribution facilities located in Georgia and California in the U.S. and British Columbia and Ontario in Canada. The aforementioned facilities will act as regional hubs as ECOBREX reaches new agreements with an ever-increasing number of buying groups, wholesalers, auto parts chain stores, smaller retails, mechanics and jobbers.

“We will be adopting a fully flexible approach for our business partners, allowing us to tailor a unique and customized distribution program based on their needs including but not limited to manufacturing, warehousing, logistics, minimum purchase quantities, warranty claims and prices among other key criteria.” states Babak Ras, president of ECOBREX Parts Canada. “ECOBREX will continue to pioneer the auto parts industry as it has in overseas markets, through product quality and customer satisfaction.”

ECOBREX’ flagship product line, the brake pads, are already approved for quality, carrying AMECA, LeafMark and the prestigious E-Mark ECE R90 designations. The company plans to establish brand visibility and eventually market leadership through several other key value propositions, including new product tooling, private labeling and stock-lift programs.

ECOBREX currently covers more than 98% of all brake pad applications for both passenger and commercial vehicles in the global market, but the company retains the capability of functioning like a catalogue manager through updating part numbers of all products monthly, regardless of makes, models and years. By getting listed on ACES-compatible databases such as EPICOR® and WHI, and obtaining the Auto Care Association membership, ECOBREX now officially has a voice in the North American market.

ECOBREX is fully capable of offering private label brands to qualified customers upon approval. Even at this moment, ECOBREX provides private labelling services to several international brands, while also handling all aspects ranging from artworks and packaging to manufacturing and logistics.

Thanks to the company's strong financial infrastructure and the fully developed global distribution network, ECOBREX is also able to introduce a "Stock-Lift Program" aimed at helping customers liquidate their excess and slow moving stock virtually in no time.

ECOBREX' advanced production and "New Product Tooling" capabilities allow the company to react to changes in the market with lightning speed, such as being able to open a mold for every new application introduced, on a monthly basis. This specific capability also ties in with catalogue management mentioned earlier, allowing ECOBREX to stay on top of new trends and technologies.

ECOBREX will be showcasing its products to the general public and auto parts industry professionals in November, during the glamorous AAPEX show in Las Vegas. Make sure you visit the ECOBREX booth between 1-3 November 2016, and grow your business through new business relationships. Stay tuned to [www.ecobrex.com](http://www.ecobrex.com) for more updates.

Further details about ECOBREX can be found in the "[Company Profile](#)" and by visiting [www.ecobrex.com](http://www.ecobrex.com)

### **About ECOBREX Parts Canada**

ECOBREX® PARTS CANADA is a Canadian company with its headquarters in Vancouver, BC, Canada. ECOBREX is a subsidiary of HARDEX® BRAKES CORP. with over 60 dealers and distribution outlets worldwide. ECOBREX manufactures and supplies all types of passenger car and truck parts for a wide range of vehicles. ECOBREX® parts are manufactured to the highest standards under strictest quality control processes and are available for most makes and models.

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