

### **Team Scheider Motorsport named as Hella Pagid brand ambassador**

#### **Two-time DTM Champion Timo Scheider to represent Hella Pagid in 2020**

**Essen, Germany, 6 November 2019.** Hella Pagid, the Essen-based brake system specialist for the independent aftermarket and joint venture of the automotive suppliers TMD Friction and HELLA, offers more than 14,000 articles for passenger cars and light commercial vehicles in its role as a complete supplier.

In 2020 Hella Pagid will also be represented by "Team Scheider Motorsport", which is headed by German motor racing driver Timo Scheider. Scheider is two-time DTM winner, multiple winner of various 24-hour races (Spa-Francorchamps and Nürburgring) and also current FIA RX Rallycross pilot and BMW works driver.

"In Timo Scheider we have an icon of German touring car motorsport at our side, a champion who has won countless titles during his long professional career and who is internationally famous. His enormous reach within social media and also his presence in print and TV help us to expediently promote Hella Pagid's brand awareness among international end customers," explains Timo Krämer, Senior Marketing Manager at Hella Pagid enthusiastically. "In addition, Timo Scheider will be offering something unforgettable for selected Hella Pagid customers from January to March of next year in Sweden."

Apart from its sporting activities, "Team Scheider Motorsport" also carries out maintenance and conversion work on vehicles of car enthusiasts, aficionados who greatly appreciate the motorsport know-how of Timo Scheider and his staff. During this maintenance work, the replacement of brake system components is part of day-to-day business. "This gives us the opportunity of clearly demonstrating the advantages of the

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Hella Pagid brand. It transfers the long-standing motorsport know-how of its sister company "PAGID Racing" to the independent aftermarket and our motorsport savvy customers appreciate that. In addition, the Hella Pagid brand wins people over with its extensive OE expertise found in the original equipment brand "PAGID", which has been supplying vehicle manufacturers such as BMW, Porsche, AUDI and Mercedes for decades," boasts Timo Scheider proudly.

**Please note:**

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**Hella Pagid GmbH, Essen:** The joint venture between the automotive supplier HELLA and the automotive parts supplier TMD Friction, a company of the Nisshinbo Group, sells brake components and brake accessories on the international automotive spare parts market. Both partners have a 50% share in the joint venture. Hella Pagid benefits greatly from the expertise of the two automotive suppliers, skills which complement each other exceptionally well. This joint venture perfectly combines the strengths of two market-leading companies in original equipment, aftermarket, and service. TMD Friction is the global market leader for brake linings with a product portfolio that combines top brake technology with constant innovation. Hella Pagid products are distributed via the HELLA global retail organisation.

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