

## PRESS RELEASE

### **Leading tuning company "PP-Performance" with its owner Jimmy Pelka to become Hella Pagid brand ambassador 2020**

#### **Collaboration to further strengthen international awareness and presence of the brake system specialist**

**Essen, Germany, 25 November 2019.** Hella Pagid, brake system specialist for the independent aftermarket and joint venture of the automotive suppliers TMD Friction and HELLA, is entering into a cooperation with the internationally leading tuning company "PP-Performance" and its founder and owner Jimmy Pelka. The specific aim is for Pelka and his company, as brand ambassadors, to further expand the global awareness and presence of Hella Pagid in the coming year.

With 20 branch offices worldwide, more than half a million subscribers and followers on social media and also with countless international TV appearances under its belt, PP-Performance is one of the world's leading vehicle tuning companies. In addition to the installation of performance-enhancing hardware components and software optimisations, PP-Performance also offers all manner of maintenance work related to motor vehicles. This means that replacing brake system components is just as much a part of day-to-day business as their vehicle optimisation operations.

"The increase in performance goes hand in hand with ever higher demands on brake performance. And this is where we see enormous potential for Hella Pagid. We are able to transfer the original equipment expertise of the PAGID brand and the many years of motorsport experience of our sister company PAGID Racing to our Hella Pagid products. In this way we can also meet the highest demands set by the independent aftermarket and offer top performance into the bargain," says Timo Krämer, Senior Marketing Manager at Hella Pagid.

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Jimmy Pelka, founder and owner of PP-Performance, adds: "We are so looking forward to the year 2020 and are proud to have a company like Hella Pagid at our side and to be able to rely on such a company's products. They meet exactly that which our more than 50,000 satisfied customers need - first-class braking performance, especially in extreme situations."

It was just a few weeks ago when Hella Pagid announced that the brake system specialist would also be represented by the German motor racing driver Timo Scheider and his company "Team Scheider Motorsport" in 2020. Team Scheider Motorsport relies on Hella Pagid articles, too, and fits them in customer vehicles as required.

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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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