

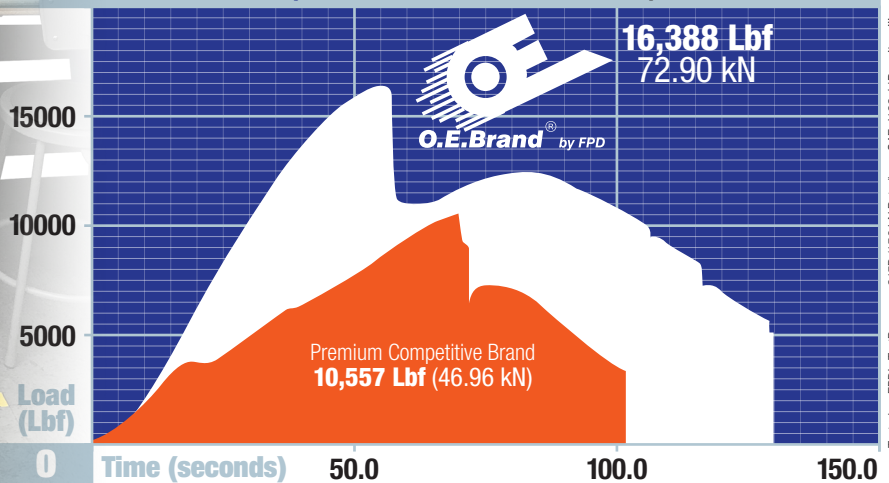


Premium OE Quality - Less the Premium Price

Today's consumer is very value conscious and is no longer beholden to paying premium prices for branded programs. They want OE quality chassis product at an affordable price. O.E. Brand by FPD understands the expectations of today's demanding customer. That's why we spend critical time and resources on R & D and quality control testing to ensure our customers consistently get premium OE product quality and performance without the premium cost.

Here's proof! Look at this comparison on a popular ball joint application for a late model Ford F-150 Pick-up Truck. In a recent "Pull Test" we significantly outperformed the major brand product. *O.E. Brand by FPD Part No. DM35.48695 used in Pull Test.*

O.E. Brand by FPD vs. Premium Competitive Brand



Tested on FPD's TestResource 315P (150 kN Rated) per SAE J193. *Results will vary by sku!



55% HIGHER
MAX Load Resistance*



Buy for Less - Sell for Less - Make More Profit \$

O.E. Brand by FPD Can Help Improve Your R.O.I. & Your Bottom Line

- Buy for less:** Significantly Reduce acquisition costs from branded programs
- Sell for less:** Reduced cost allows you to better compete in the market
- Make more Profit Dollars:** Cost savings are significant enough that even with lower selling prices, you can increase your profit \$ per sale

With over 5,500 chassis sku's available, we've got you covered.

