



BRAKE PARTS INC

NEWS RELEASE

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Brake Parts Inc Adds International Business Development Managers to Increase Global Presence

MCHEMRY, III. – Nov. 4, 2014 – Brake Parts Inc (BPI) has expanded its international sales organization by adding two new business development managers, it was announced today by Bill Fotino, president, Brake Parts Inc - Europe. Dinesh Chopra, who resides in New South Wales, Australia, will cover Australia and New Zealand, while Atalay Alhas, who resides in Istanbul, Turkey, will oversee Eastern Europe, Central Asia, Northern/Middle Africa and West Africa.

“Increasing our involvement in international markets requires the addition of local experts who can better identify and service our overseas customers with the complete portfolio of quality brake products including trusted Raybestos® brand brake parts,” said Fotino. “We welcome Dinesh and Atalay to the BPI team and we look forward to working with them to increase our global sales reach.”

Prior to working with Brake Parts Inc, Chopra was the accessories manager for Mercury Mufflers Pty Ltd. in Australia. He also formed the Alliance Global Impex Pty Ltd. in Australia, where he served as the managing director to import automotive and engineering parts from Germany, China and India and house them for supply to local customers in Australia and New Zealand.

Alhas has a background in mechanical engineering. His prior experience includes working for Ford for two years, working at an automotive company in the United Kingdom for two years and spending 10 years with an OEM manufacturer.

About Brake Parts Inc

Brake Parts Inc (BPI) is committed to leading the global automotive aftermarket as the premier manufacturer and supplier of brake system components. The company’s primary focus is the growth and profitability of its customers through a collaborative platform of quality, innovation, dedication and integrity. BPI has a demonstrated commitment to research, development and testing of its entire product offering, including friction, rotors, drums, calipers and hydraulic products, ensuring that they meet or exceed original equipment fit, form and function requirements. For more information, visit www.brakepartsinc.com.

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