

Replace your Brake Pads & Shoes

with **Genuine Mazda Parts**

Genuine Mazda Parts and Value Products by Mazda brakes are designed to perform best for specific Mazda models, and are constantly updated to ensure that they're the highest quality brakes available.

The chart below illustrates some of the significant differences between *Genuine Mazda* brakes, *Value Products by Mazda* brakes, and aftermarket brakes.

	Mazda Genuine Original Equipment	Value Products By Mazda	Aftermarket
Engineered and tested for specific Mazda vehicles	X		
Achieve the best balance between brake noise, lining and drum/rotor life	X		
Utilize highly engineered shims, slots, and chamfers, reducing noise and increasing quality	X	X	
Utilize premium formulations selected by Mazda	X	X	
Meet federal motor vehicle safety standards	X	X	
Friction formulas not subject to federal regulations			X
"Reverse engineered" for a broad range of vehicles			X
Limited use of shims, slots and chamfers			X
Durability and testing varies widely			X

YOU CAN PREVENT THE FOLLOWING PROBLEMS WITH PERIODIC INSPECTIONS AT YOUR MAZDA DEALER

- ⚠ Squealing or grinding noise when braking
- ⚠ Poor effectiveness when depressing a brake pedal
- ⚠ Longer stopping-distance than before
- ⚠ Pulling to one side when braking

ALL GENUINE MAZDA AND VALUE PRODUCTS BY MAZDA BRAKE PADS AND SHOES COME WITH A LIFETIME LIMITED WARRANTY

- All Mazda Genuine Parts or Value Products by Mazda brake pads and shoes are under warranty, as long as the original purchaser of the replacement brake pads or shoes owns the vehicle on which they were originally installed.
- Warranty is always valid if installation was done by an authorized Mazda dealer.
- If the brake pads and/or shoes become damaged, defective, or worn-out during the warranty period, they may be exchanged for new warrantied equivalent Mazda Genuine Parts or Value Products by Mazda brake pads or shoes.
- Upon purchase, your authorized Mazda dealer will provide you with a service repair order, which is considered "proof of purchase" under the terms of the warranty. When requesting a warranty replacement, the service repair order must be presented, and the original components must be returned and exchanged for new replacement brake pads or shoes.
- The customer is responsible for installation charges upon replacement.

See your authorized Mazda dealer for a complete list of warranty rights and limitations.

Aftermarket brakes can be just as
unpredictable
as the road you're driving on.





Genuine Safety. Genuine Parts. Brakes. Pads. Rotors.



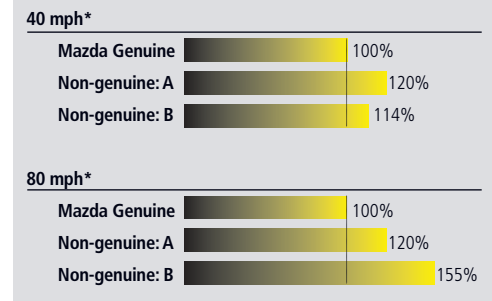
TRUST ONLY GENUINE MAZDA BRAKE PADS & BRAKE SHOES.

Road conditions can be utterly unpredictable—factors like the weather, road surfaces and other drivers can all contribute to dangerous situations. The quality of your brakes can be the critical difference between an accident and safe passage. Can you really afford to trust aftermarket brakes that might not stop your car as well as they should?

KNOW THE DIFFERENCE BETWEEN GENUINE MAZDA VS. AFTERMARKET BRAKES

You can see from the comparison chart that Genuine Mazda brake pads have an advantage in braking effectiveness.

STOPPING-DISTANCE COMPARISON (MAZDA GENUINE = 100%)



* Information based on an independent study performed for Mazda Motor Corporation in February 2004.

When you purchase aftermarket brakes, you really have no way of knowing the level of engineering and expertise that went into producing them. Most aftermarket brakes are created for general applications, like "minivans" or "trucks", and are "reverse engineered", meaning they are based on dated specifications that don't change over time.

ZOOM-ZOOM