



**FOR IMMEDIATE RELEASE:**

## **Wilwood Announces their line of ProMatrix Dual-Sport Performance Brake Pads**

**Camarillo, CA • October, 2014**

Wilwood ProMatrix dual-sport performance compound brake pads are engineered as direct fit replacements pads for OE production based calipers in all types of domestic and import cars and trucks. ProMatrix is a rotor friendly formula providing the ultimate combination of clean and quiet driving for the street, with improved friction and high fade resistance for drag racing, auto cross, track day driving events, towing, off-road, and all types of high demand applications.



Wilwood has been expertly designing and manufacturing high-performance disc brakes in the USA since 1977. Engineered and rigorously tested for the track, Wilwood brakes provide unsurpassed quality and performance with sleek, lightweight designs. Wilwood has dominated the motorsports arena for decades, making their street market brakes among the most technologically advanced around.

For more information, or to request high resolution photos for printing, contact Wilwood Engineering at [info@wilwood.com](mailto:info@wilwood.com)

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