



FOR IMMEDIATE RELEASE:

Wilwood Disc Brakes Announces ACES and PIES Capability

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Wilwood Disc Brakes is pleased to announce the availability of ACES (vehicle data) and PIES (price level) digital documentation in-house capability.

ACES (Aftermarket Catalog Enhanced Standard) enables Wilwood to publish their product inventory with standardized vehicle attributes to be compatible with AAIA industry standards.

PIES (Product Information Exchange Standard) allows Wilwood to exchange product attribute information in the automotive aftermarket industry.

Both ACES and PIES are now available in the AAIA proprietary XML format for use in exchanging pricing and vehicle information electronically. Also, Wilwood offers a non-ACES product vehicle cross-reference list in an EXCEL spreadsheet file for organization that do not use the AAIA ACES proprietary format.

The capability to be synchronized with other organizations within the automotive aftermarket industry will help increase sales not only for Wilwood, but our trading partners as well.

Wilwood's high performance brake components are loaded with features and technology built from decades of domination in world motorsports, and the proven reliability of Zero Parts Per Million (PPM) defect quality supply to leading OE manufacturers around the world. Adding ACES and PIES capability is another step in maintaining Wilwood as the premier aftermarket brake manufacturer.

For more information contact: Wilwood Engineering at (805) 388-1188 and request to speak with Alva Quintero for marketing issues, or Andy Fritts for technical questions. Also, Wilwood's website is accessible at www.wilwood.com or e-mail customerreply@wilwood.com

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