



**FOR IMMEDIATE PRESS RELEASE:
Wilwood New Black Electro Coat Rotors**

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Wilwood's new [Black Electro Coated SRP](#) performance brake discs provide superior corrosion resistance and uninhibited pad bedding over all conventional zinc or metallic based electro-coatings.

The Electro coat process provides a protection layer that seals the entire microscopic surface of the base metal structure. It provides far more consistent color and thorough protection of all surfaces, especially those between the cooling vanes and rotor faces where zinc based electro-finishing can sometimes fall short.

The Electro coating itself does not oxidize as is often common with zinc and other metallic based finishes. It retains its good looks long after others have failed.

The brake pad contact surface gets wiped clean with the first application of the brakes to only expose the surface that will be mated to the brake pad. There is no residue imbedded into the pad surface to inhibit bedding or pad performance.

All other surfaces, machined and cast, continue to retain the clean look of the Electro coat finish.

Simply stated, Electro coat rotors stay cleaner longer, and perform better.



For more information contact: Wilwood Engineering at (805) 388-1188 or visit our website at www.wilwood.com or customerreply@wilwood.com

For high resolution photos for printing please contact Wilwood Marketing at:
(805) 388-1188