



## TRW Electric Blue: Product Portfolio Expansion

- **97 percent European coverage of TRW Electric Blue brake pads**
- **Further Product Portfolio Expansion planned**
- **High Voltage Trainings accommodate change**

**In September 2018, under its TRW brand, ZF Aftermarket introduced the first brake pad specifically designed for Electric Vehicles. With a staggering 97 percent of the European electric car parc covered within months of launch, including Tesla and Nissan Leaf, demand is only set to increase. The program, known as Electric Blue, will be expanded with products for hybrid that are already in the testing process.**

TRW Electric Blue is a new range of products for electric vehicles and represents ZF Aftermarket's highly innovative capacity. The new generation of TRW brake pads significantly reduce interior noise as well as brake dust. Launched at the Automechanika, Frankfurt, in 2018, the product portfolio already covers 97 percent of the European electric car parc, including Tesla and Nissan Leaf. And the program is continually evolving even further: Formulations for hybrid vehicles to complete the range are in the testing process now and the program will be rolled out within the following months.

### **Sustainable, less noise & NVH tested**

Studies have raised concerns about the lack of noise that electric vehicles produce, from a safety aspect. However, when it comes to driver comfort, component noise and vibration from inside the vehicle is unacceptable. Tests show that TRW Electric Blue made with a revolutionary new material formulation produces less NVH (Noise Vibration and Harshness) when supported by a special multilayer shim and coated noise damping accessories.



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### **Changing landscape**

The automotive world is changing. ZF estimates that by 2030, around one third of all automobiles produced worldwide will be purely electric or hybrid electric vehicles. This will be spurred by policies that encourage drivers, fleets and municipalities to purchase clean-running cars. Low emission zones are now in place in 200 cities across Europe. London for example took things a step further by becoming the first city to introduce an 'ultra-low' emission zone.

For some workshops the growing shift away from conventional vehicles towards electric is a cause for concern. ZF Aftermarket actively shapes the Next Generation Aftermarket and developed trainings to enable technicians to deal with High Voltage Systems and safely fit electric parts.

"Electric vehicles are here to stay," says Helmut Ernst, head of ZF Aftermarket: "Distributors and workshops who adapt to accommodate this change will be long term leaders destined for success Our popular High Voltage training sessions allow customers and partners to acquire the key skills and qualifications they need to master the complexities of future technology at an early stage."

#### Caption:

The TRW Electric Blue product portfolio already covers 97 percent of the European electric car parc.

Photo: ZF

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**ZF Friedrichshafen AG**

ZF is a global technology company and supplies systems for passenger cars, commercial vehicles and industrial technology, enabling the next generation of mobility. With its comprehensive technology portfolio, the company offers integrated solutions for established vehicle manufacturers, mobility providers and start-up companies in the fields of transportation and mobility. ZF continually enhances its systems in the areas of digital connectivity and automation in order to allow vehicles to see, think and act.

In 2018, ZF achieved sales of €36.9 billion. The company has a global workforce of 149,000 with approximately 230 locations in 40 countries. ZF invests over six percent of its sales in research and development annually.

With integrated solutions and the entire ZF product portfolio, the ZF Aftermarket Division of ZF Friedrichshafen AG guarantees the performance and efficiency of vehicles throughout their life cycle. Its combination of established product brands, digital innovations, customized products and services, and a worldwide service network has made ZF a sought-after partner and number two in the global automotive aftermarket.

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