



MOMENTUM USA, INC.

Since 1945



MOMENTUM USA, INC.



AmeriBRAKES®

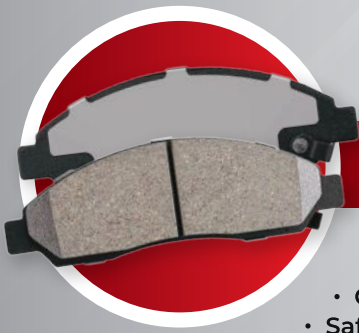
Unlike competitors A-Z, we are prime manufacturers, only what we design, develop, engineer, and make go into our AmeriPLATINUM, PRO, & STAR brake pad boxes –

Guaranteed!

AMERIBRAKES ARE 100% MANUFACTURED IN NORTH AMERICA

Mitigate the ever changing Global Supply Chain costs and complexity





AmeriPLATINUM[®]

BEST IN CLASS - BRAKE PADS



100% Manufactured in North America

Performance Enhanced Materials and Manufacturing

- Clean and green for the environment (exceeds 2025 requirements)
- Safe and controlled braking under all conditions



Noise Reduction Abutment and Caliper Components

- Premium hardware – corrosion resistant
- Lasts longer to assist with quiet braking for the life of the pads
- Compression resistant – retains metal recovery
 - Improved pedal feel and reduced brake drag for smooth braking
- Premium rubber components help for long lasting brake performance

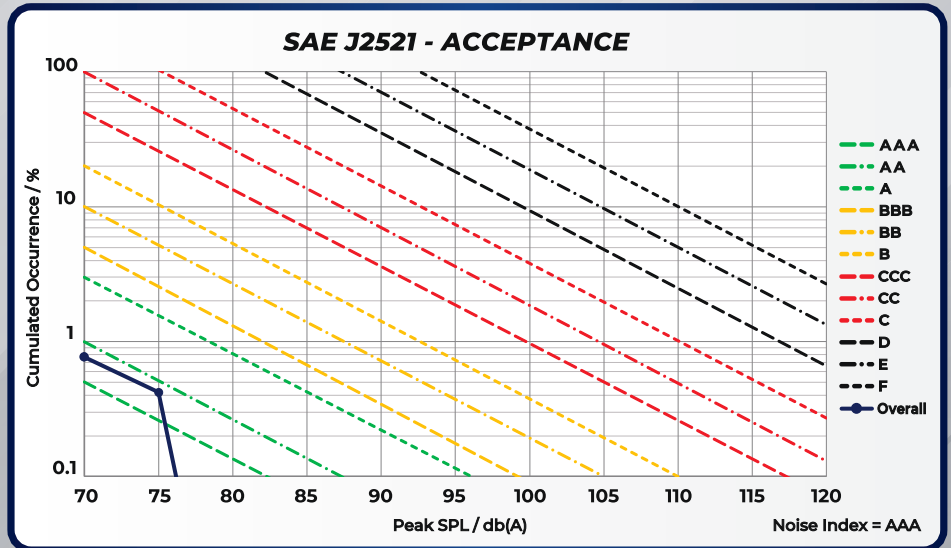
*Exceptionally quiet.
OE Comparable noise elimination.*

Noise Dampening Insulators and Shims – Multi-layered Corrosion Resistant composites

- Dampens noise and helps to eliminate vibration
 - Quieter and smoother braking

Premium High Temperature Lubricant

- Safe for all rubber components located in the brake system



SEVERE DUTY BRAKE PADS



100% Manufactured in North America

Designed, formulated, engineered, and manufactured to deliver the best braking for Severe Duty applications

- 100% North American Manufacturing
- Best in class formulations at a great value
- Rotor Friendly – provides a robust stop while being “kind” to the rotors
- Manufacturing is consistently monitored to assure “World Class” quality

Raw Material Consistency Assures Dependable and High-Quality Products

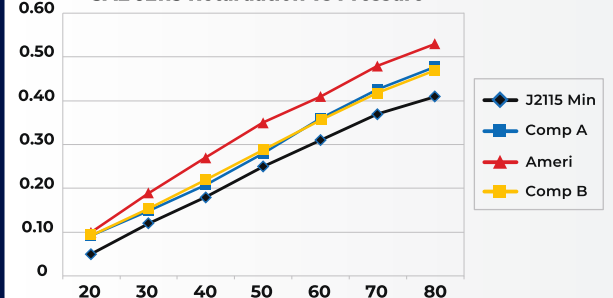
- Always monitored to assure exacting tolerances
- Maintain proper caliper to pad fitment
- Mitigate NVH – Noise, Vibration, and Harshness issues in the brake system
- Steel quality is never compromised
 - Assuring OE-like fitment

Premium Grade Noise Insulators

- Best noise abatement characteristics using high grade materials

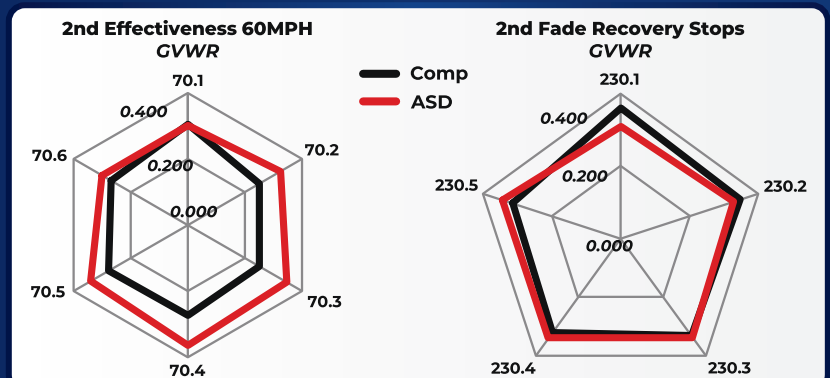
A

SAE J2115 Retardation vs Pressure



*J2115 is a dynamometer simulation of FMVSS 121 (Federal Motor Vehicle Safety Standard) braking requirement

B



*The recovery after fade stops exemplifies how brakes would return to normal performance after a number of hard (panic) stops



EPS FRICTION

European Premium Solutions



PREMIUM EUROPEAN BRAKE PADS

Co-Branded with ICER and manufactured in Spain, these brake pads are uniquely designed for AmeriBRAKES and Momentum USA, Inc.

- R90 certified – E-Marked
- Full European Coverage
- OE Form, Fit, and Function
- Best in Class formulation - Ceramic and Semi-Mets
- Full caliper and abutment Hardware - (included where applicable)
- Electronic Wear Sensors - (included where applicable)

ECE R90

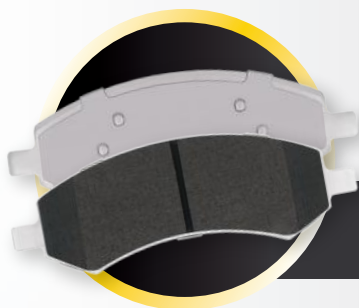
Manufactured By

ICER

Distributed By



New World FRICTION ULC

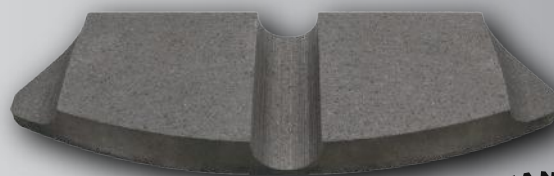


**A.R.M.
R.A.C.
TECHNOLOGY**

MAX DUTY
AmeriPLATINUM^{Plus}

PREMIUM SEVERE DUTY BRAKE PADS

- Meets or Exceeds OE Performance
- Coverage for Fleet, Commercial, Light Duty, Medium Duty, Heavy Duty, Emergency Services and Municipality Vehicles
- 100% copper free materials are engineered, tested, and road proven to deliver best-in-class braking
- A.R.M. and R.A.C. Technology
 - **Advanced Retention Method** is the most secure, strong, and safe manufacturing process, especially designed for severe duty fleet use
 - **Rust Abatement Coating (Zn)** to prevent possible pad delamination and increased wear
- Noise Abatement Insulators using high grade materials
- Exceeds FMVSS performance standards
- Increases rotor service life – fast heat transfer extends pad life, delivers more consistent braking and reduces fade



GALVANIZED PLATE



100% Manufactured
in North America



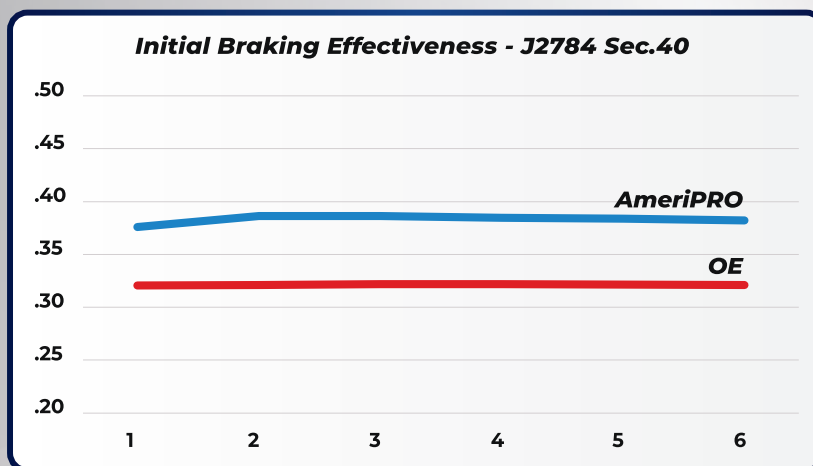
AmeriPRO

PREMIUM BRAKE PADS



100% Manufactured in North America

- Advanced composite formulations exceed and meets all 2025 regulations
 - Environmentally friendly and Copper free ceramics
- Best-in-class full-line coverage
 - For the professional installer market and DIYer
 - All vehicle segments - Car, LD Truck, and SUV
- Backing plates meet or exceed OE specifications and tolerances
- Abutment Hardware Included in every kit (where applicable)
- Noise abatement slots, chamfers, and shims
 - Resonant Dampening Shim Technology
 - Absorbs noise and eliminates vibration



*Chart shows stable initial effectiveness like OE with a higher level of effectiveness giving the driver confident braking from the first application.

BRAKE SHOES



- Engineered for best-in-class braking
- SAE Testing protocols
- Friction is designed to work like OE and balances with the front disc
- Premium coated steel
 - Ensures optimum performance and great product service life
- Professional grade full line coverage
 - For the professional installer market and the DIYer
- Include levers (where applicable)
- Brake shoes are globally sourced



ELECTRONIC WEAR SENSORS

- Detect when brake pads are worn down to a critical level by monitoring the thickness of the remaining friction material
- Car, Light Duty Truck, SUV, Professional Installers, and DIYers
- Meets OE Specifications
- High grade OE-like connectors
- Electronic wear sensors are globally sourced



AmeriSTAR

BRAKE PADS



- Entry level economy market segment
- Performance and ease of installation
- Fully Attributed - Slots, chamfers, and shims
- Match OE form, fit, and function
- Customer Satisfaction



100% Manufactured in North America



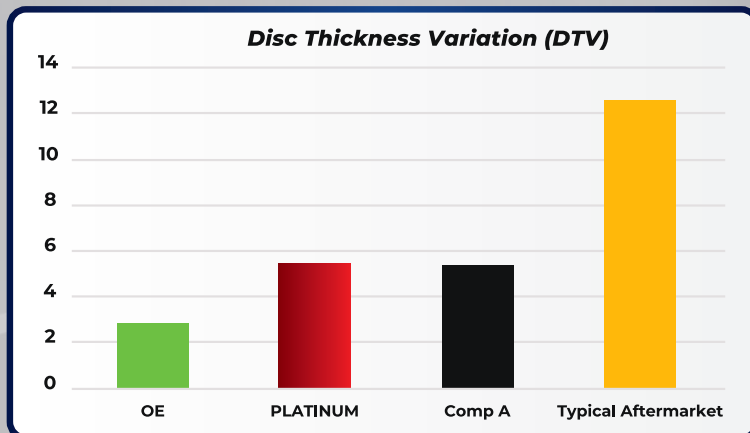
AmeriPLATINUM

BRAKE ROTORS



AmeriPLATINUM brake rotors are manufactured in Brazil using premium grade high carbon steel, developed in compliance with the OE design of each vehicle

- **CARBON** steel ensures better performance, safety, and longer brake life
- Painted hat with Unique and Patented grooves that deliver optimum initial effectiveness
 - Promotes a longer combined rotor and pad life while minimizing unwanted brake judder (DTV), noise, and vibrations
- 100% Manufactured in Brazil using high quality Brazilian steel



*Too much DTV can cause vibration in the pedal or noise from the disc pad to rotor interface.

PLATINUM USA MFG BRAKE ROTORS



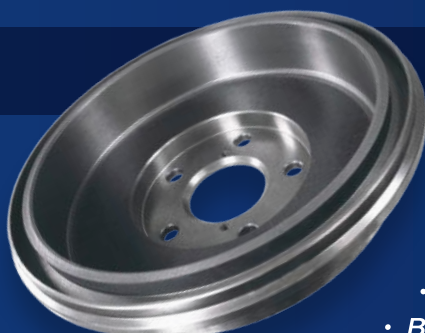
100% Manufactured in North America

- Premium **USA manufactured** high grade Steel
- **Patented tone ring** prevents rusting and system code failures
- Mitigates pedal pulsation
- Medium/Heavy Duty Trucks, Buses, and Fleet applications
- OE/OES Pedigree/SAEJ2721 Certified



AmeriPRO BRAKE ROTORS FULLY COATED ROTORS

- Engineered to abate NVH (noise, vibration, and harshness) that challenge today's vehicle brake designs
- OE form, fit, and function provides flawless braking
- Critical dimensions, vanes, and fins - Excellent heat transfer
- Auto, light, and medium duty truck applications
- Exacting ISO standards that meet SAE J431 requirements
- Our rotors are sourced globally from various countries and continents
 - Fully robotic state of the art and automated manufacturing
- 100% quality inspection process assurance



BRAKE DRUMS



- Auto, light, and medium duty truck applications
- Engineered to OE Standards
- Metallurgical conformity to meet and exceed SAE J431 specifications
- Machine balanced to ensure smooth, quiet, and consistent braking
- Brake drums are globally sourced

AIR DISC – MEDIUM DUTY – HEAVY DUTY
EMERGENCY SERVICE – RACING – SPECIALTY

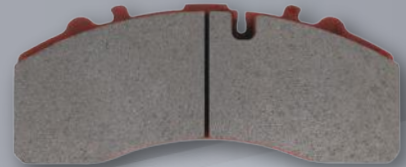
SUPERB & UNIQUE FORMULATIONS

- 100% Copper Free – Eco Friendly
- Noise and Dust Abatement
- Proprietary Coatings
 - *Initial stop effectiveness*
 - ◊ This promotes a longer combined rotor and pad life while minimizing unwanted brake judder (DTV), noise and vibrations
- Thermal Fade Mitigation
 - *Cooler brakes equal longer and smoother braking*



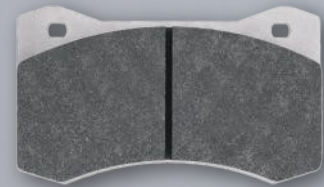
OPTIMUM BRAKING PERFORMANCE

- Perfect pad to rotor mating promotes a longer rotor life
- Lab Tested and Road Proven
 - *SAE test Protocols*
 - ◊ Greening and Link Labs
 - *AMECA Registered*



MODERNIZED EQUIPMENT & PROCESSES

- Equal Pressure and Positive Mold presses
 - *Consistent Precision Quality*
- OEM Design, Form, Fit, and Function
 - *Chamfers, Slots, Shims, and Complete Hardware Kits*
- Post Cure Process
 - *High-Temperature Fade Elimination*



VERTICALLY INTEGRATED R&D

- Fully equipped modern laboratories
- In-house Tooling CNC capabilities
 - *First to Market for new applications*
 - *Fast response time for mold production and order fulfillment*



Founded in Elizabeth, NJ
with one bay –
Citi Service Repair Center

1945

Amalfe Bros. Used Car
Sales opened in
Elizabeth, NJ

1950

1947

Opened second repair
center in Elizabeth, NJ

Purchase of exhaust manufacturing
company and creation of OEM
Exhaust in Hopkinsville, KY

1986

1970

Start of Exhaust
Wholesale Distribution
for Hayes Albion in
Elizabeth, NJ

2004

Creation of Momentum
Purchase of AutoPartSource, a
global distribution company, and
New World Friction Manufacturing

Purchase of
Max Power
Friction

2024



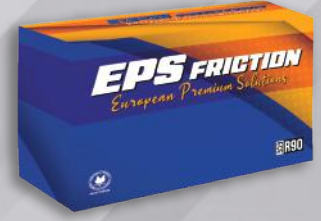
TODAY

Family of Companies
AB&S – AutoPartSource – Max
Power Friction – New World
Friction – OEM Exhaust

About Us An ISO-9001:2015 rated company, Momentum USA, Inc. is dedicated to ensuring customer satisfaction through the design, development, manufacturing, and distribution of superior quality products, complemented by expert technical support. Our commitment to continuously improving our products and services is essential as we strive to maintain our position as a world leader in the design and manufacture of innovative brake, filter, and exhaust systems. Our goal is to foster long-term, mutually beneficial relationships with our customers. We highly value their feedback, as it plays a crucial role in the ongoing enhancement of our products and our ability to translate their visions into reality.

History Founded in 1945 in Elizabeth, New Jersey, our modest beginning in a one bay service garage served as the foundation and inspiration to grow into a multi-national manufacturing, supply, sales and distribution organization. Privately held, Momentum USA, Inc. reinvests in all of its divisions to ensure sustained growth, expand its market share, and lead in each of its three core competencies: brake pads, filtration and exhaust products.

AmeriBRAKES offers a comprehensive range of premium brake products including MAX DUTY, AmeriPLATINUM, AmeriPRO, AmeriSTAR, EPS European Premium Solutions, and Max Power Friction brake lines. This lineup extends to brake shoes, electronic wear sensors, rotors, and drums. AmeriBRAKES mitigates the complexity and rising costs of global supply chains by manufacturing and distributing their products in North America, guaranteeing OE “like” quality across the board. AmeriBRAKES delivers reliable and high performance braking solutions for professional installers, fleets, and wholesalers and DIYers.



AmeriBRAKES



MOMENTUM USA, INC.®

FAMILY OF COMPANIES



New World
FRICTION ULC

ORIGINAL
EXHAUST
Manufacturers

KEY TAKEAWAYS

- **4th Generation Family-owned Company**
- **2025 is:**
 - *Year 80 in the Automotive Aftermarket*
 - *Year 39 in Exhaust manufacturing*
 - *Year 21 in Brake and Cabin Air Filter Manufacturing*
- **AmeriBRAKES Brand Launched in 2018**
 - *First to Market 100% Copper Free*
- **Source All Raw Materials Locally**
- **We design, engineer, and innovate best-in-class solutions with a safety-first mindset — every brake stop matters!**



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