

Bendix will use its partnership with Supercheap Auto Racing and racing icon, Craig Lowndes, at this year's Tatts Finke Desert Race to increase awareness of its growing range of braking solutions for full size US pick-up trucks.



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Media Release

Bendix partners with Lowndes and Supercheap Auto Racing in Finke Desert Race

Bendix is partnering with Supercars legend, Craig Lowndes, in his quest to conquer one of the country's toughest off-road events, the Tatts Finke Desert Race, behind the wheel of his Supercheap Auto Racing Chevrolet Silverado.

Competing in the Production 4WD class in this year's 50th anniversary of the Finke race, Lowndes will pilot a specially prepared Silverado ZR2, which was revealed earlier this year at the National 4X4 Outdoors Show in Brisbane.

A favourite event on Australia's off-road racing calendar, the Tatts Finke Desert Race typically attracts over 500 participants

and tens of thousands of spectators and viewers over the two-day program, providing plenty of thrills and strong exposure for sponsors such as Bendix.

Although full size US pick-up trucks have only more recently sold in larger volumes in Australia and New Zealand, Bendix has offered braking solutions for the likes of Silverado, Ford's F-Series trucks, Dodge Ram and Toyota Tundra for many years.

Make and model dependent, these include disc brake pads from the 4WD/SUV™, Heavy Duty™ and Ultimate 4WD™ ranges and Ultimate 4WD™ Disc Brake Rotors to suit selected Silverado and RAM models, with more options under development.

From daily drivers and four-wheel drives to performance vehicles and everything in between, Bendix likely has a braking solution to suit.



Bendix CEO, George Kyriakopoulos, said Bendix was excited to be making a temporary detour from the smooth bitumen racetracks of the Supercars series to the extreme tracks of central Australia.

“The opportunity for Bendix to partner with Craig and Supercheap Auto, with whom we’ve enjoyed a long and successful relationship for many years, was a huge attraction for us in joining the team for the Finke campaign,” George said.

“Additionally, the event’s strong participant numbers combined with large spectator and viewing audiences is a fantastic means by which we can keep Bendix front of mind among an enthusiastic and dedicated off-road public.”

Model dependent, Bendix offers a range of disc brake pads and rotors for large US pick-ups, with product coverage constantly expanding.



FOR MORE INFORMATION

Freecall the Bendix Brake Advice Centre on 1800 819 666 (8am-5pm Monday to Friday EST) or +61 3 5327 0211 from overseas. brakeadvicecentre@bendix.com.au bendix.com.au or bendix.co.nz



*Bendix brake components are appropriate for the purpose intended and if installed by qualified staff, to the vehicle manufacturer's specifications, can be used in logbook servicing.

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