

Fras-le Innovating for 55 years

Established in the middle of the Brazilian industrialization process, Fras-le is celebrating 55 years of innovation and leadership. The company has effectively marked the beginning of the domestic manufacturing of automotive components, which, until then, used to be imported. Founded on February 22, 1954, Fras-le is a listed company with shares traded on stock markets, a market leader included among the five largest manufacturers of friction materials worldwide. With more than 9,000 P/Ns that includes brake linings and pads, clutch facings and industrial products, Fras-le supplies heavy brake linings for OEM companies (trucks and buses), in addition to supplying products for the light line (automobiles) and for the Aftermarket. "Our biggest achievement is the credibility of the brand both in Brazil and abroad", states the CEO of Fras-le, **Daniel Randon**, who attributes the success of the company to its continuous modernization in processes, systems, and people development.


The most recent domestic investments include the expansion of our industrial facilities in Brazil and the construction of an 87-hectare Proving Ground to test vehicles and auto parts. It includes 18 tracks and a building of 2,000 square meters garage, which will house the lab, and where vehicles will be prepared for tests. The tracks will benefit all Randon Companies, which will



Daniel Randon



have their products developed and tested according to the most advanced technological standards.

operations in the United States, Chile, Europe, Mexico, the United Arab Emirates, Africa and China. 

In the 2nd half of 2009 Fras-le is beginning a new phase. It has been competitive in the market and is on the right path to reach the status of a global company. This is mainly due to some factors such as the beginning of operations of our industrial unit in China, signs of recovery in our industrial unit in the United States, and, shortly, the opening of our Proving Ground. Fras-le will continue to pursue opportunities for growth in its sales volumes and market share in friction materials at a world level, as it believes that many opportunities still exist in the foreign market. Additionally, the Company is very confident in the growth of its exports.

Fras-le counts on plants in the State of Rio Grande do Sul (Brazil), China and in the United States, distribution centers in Argentina and Europe and commercial

