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## ASK AUTOMOTIVE PVT LTD, INDIA'S LEADING MANUFACTURER OF O.E. & A.M. MOTORCYCLE FRICTION PRODUCTS, JOINS NUCAP AS AN NRS™ LICENSEE

INFORMATION RELEASE - SEPTEMBER 01, 2016

TORONTO, ON

**ASK Automotive Pvt. Ltd.** of New Delhi, India has completed an NRS™ manufacturing license agreement with **NUCAP Industries**, becoming the latest friction manufacturing company to completely integrate NRS™ into its line of brake pad products. As part of its license agreement, **ASK will now be able to manufacture NRS™-applied motorcycle and scooter brake pads in India**, as well as having the option to apply NRS™ to its **entire range of pass car and commercial vehicle products.**



**NRS™ Brake Disc Backing Plate**

“ASK has always been passionate about adding the newest best-of-breed technologies to its process and products, and NRS™ is a great technology fit for ASK’s growing friction programs,” stated Mr. K.S. Rathee, Chairman and Managing Director of ASK Automotive. “NRS™ mechanical attachment provides obvious benefits in the on-vehicle performance of our brake products, improving overall product safety and value.”

“We also recognize the improvements that NRS™ brings to our manufacturing process,” added Mr. Aman Rathee, Director, ASK Automotive. “That capability makes NRS™ critical to our overall business goals.”

“We are excited to add ASK Automotive as an NRS™ licensed partner, especially with their strong domestic O.E. and Aftermarket presence, as well as their focus on global growth,” said Mr. Montu Khokhar, CEO of NUCAP Industries. “We’re seeing a surge in licensing of our NRS™ technology and we couldn’t be happier. Broader global implementation of NRS™ is helping to provide more consumers with a safer product, and providing peace of mind to the manufacturers.”



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NUCAP NRS™

## About ASK Automotive Pvt. Ltd

*Founded in 1989 by Mr. K. S. Rathee, with a vision of achieving excellence in the field of manufacturing Automotive Components, ASK Automotive today is a major supplier to original equipment manufacturers (OEMs) in India. ASK Automotive is a high quality manufacturer of Friction Products like brake shoes, brake pads, brake linings, brake assemblies, control cables and Aluminium Die Casting parts like brake panels, wheel hubs, crank cases, engine parts etc. for OEMs.*

*The commitment to technical innovation, process improvement, quality control, and customer service has been instrumental in ASK's success as a key supplier for leading OEM companies. The same commitment has enabled the company in growing the product offering, using state-of-the-art technologies in expanding to 12 manufacturing facilities in India.*

## About NRS™

NRS™ is NUCAP Industries' patented process for the surface modification of disc brake backing plates, adding a consistent matrix of raised steel hooks that facilitate a mechanical bond between disc brake plate and friction materials. **The NRS™ pre-coated backing plates provide mechanical bonding that protect against heat, force or corrosion related delamination of brake pads.**

NRS™ is often called "**the hidden benefit**", essentially invisible on a finished brake pad while **delivering brake products that are;**

- **Safer**
- **Quieter**
- **Longer Lasting**

NRS™ pre-coated backing plates, within its 16 years of implementation across numerous OE/OES and Premium Aftermarket products and platforms, **has demonstrated its ability to improve operations within traditional IM Brake Pad manufacturing, including;**

- **Reduction of Molding Press Cycle Time**
  - **Removal of Painting from the finishing process**
  - **Removal of Shot Blasting and Adhesive application**
- Reduction of brake pad size variations in finished products typical to shot blast, glue and paint processes. Idealizing product fit and function with brake caliper**



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NUCAP NRS™



New programs using the **NRS™ pre-coated backing plates**, have demonstrated **significant cost reductions** in manufacturing, delivering a **Greener, More Cost Effective and ultimately Safer brake product** into the hands of the automotive service industry.

### About NRS™ Licensing

NRS™ is licensed globally, with multiple international licensees integrating various NRS™ formats into brake product production, ranging from bicycles and scooters, through performance, pass-car and truck, to CV applications.

### **NRS™ Licensees**

**Scandinavian Brake Systems**  
Svendborg, Denmark  
[www.sbs.dk](http://www.sbs.dk)

**Sera Company Limited**  
Amagasaki, Japan  
[www.kksera.co.jp](http://www.kksera.co.jp)

**Elig Enterprise Group**  
New Taipei City, Taiwan  
[www.elig-tw.com](http://www.elig-tw.com)

**EBC Brakes Direct Limited**  
Northampton, England  
[www.ebcbrakes.com](http://www.ebcbrakes.com)

**Super Circle Auto Limited**  
New Delhi, India  
[www.supercircle.com](http://www.supercircle.com)

**ASK Automotive Pvt. Ltd.**  
New Delhi, India  
[www.askbrake.com](http://www.askbrake.com)

NUCAP continues to support expansion of the NRS™ licensing program, and is actively in discussions with potential licensees globally.

**For more information on NRS™ licensing, please contact Mr. Mark Lavelle ([mark.lavelle@nucap.com](mailto:mark.lavelle@nucap.com)).**