



Wheel, Trailer Components
and Automotive Parts Specialists
Since 1911



PIONEER RIM & WHEEL CO

**DON'T
FORGET**



Our Rotors are Better
(even if we can't pronounce it -
how do you pronounce Electrophoretic anyways?)

DURAGO
ELECTROPHORETIC ROTORS

PREMIUM ELECTROPHORETIC BRAKE ROTOR
FOR THE AUTO CARE PROFESSIONAL

20 Years of Proven Quality

DuraGo has engineered a new line of Electrophoretic Coated Brake Rotors that offer superior dynamic performance with the utmost in corrosion resistance for the professional installer and automotive enthusiasts.

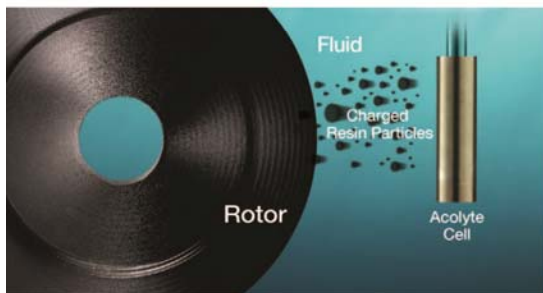
- Premium Core Technology
- Superior Salt Spray Protection
- Machine Balanced for Smooth Braking
- Multiple Vane Configurations for Heat Dissipation
- Non-Directional Swirl Finish Eliminates the Need for Machining Before Installation



Dynamic Black Finish Complements Open Wheel Designs



Rust and Chemical-Resistant Coating for a Highly Corrosion-Resistant Finish



Why are Electrophoretic Brake Rotors Superior?

DuraGo Electrophoretic Brake Rotors are thoroughly coated, including the inner vanes. Unlike a sprayed on paint, the rotor is fully immersed into a tank and coated by the process of Electrophoretic deposition. During the process, resin particles are suspended within a liquid medium and have a charge placed upon them. Under a charged current, the coating particles migrate to the rotor and are deposited onto all exposed surfaces, resulting in a highly corrosion-resistant and durable coating.

The DuraGo Electrophoretic Difference



Unparalleled Corrosion Resistance
Electrophoretic coated areas of the rotor have the utmost corrosion resistance and superior esthetics. The Electrophoretic coating is bonded to the rotor for increased protection from rust and corrosion.



Advanced Coating for Advanced Protection
The DuraGo Electrophoretic process deposits the advanced coating onto all exposed surfaces, protecting the rotor both inside and out.



Superior Braking Performance
DuraGo Electrophoretic Rotors are 100% mill balanced for optimum braking performance.



Comparison Chart

	DuraGo Electrophoretic Rotors	DuraGo Brake Rotors
Rust-resistant Electrophoretic coating protects against corrosion	✓	
Superior salt protection – tested per (ASTM B-117/ISO 9227)	✓	
Electrophoretic coating of all non-braking surfaces both inside and outside of the rotor	✓	
Dynamic black finish complements open wheel designs	✓	
Multi-Stage Q.C. process to ensure parts meet dimensional and weight specifications	✓	✓
Non-Directional finish for improved brake pad bedding	✓	✓
Manufactured in ISO/TS 16949 certified facilities	✓	✓
Detailed cores for tighter tolerances and cleaner castings	✓	✓
SAE J431 metallurgy	✓	✓
Computerized Machining for tight tolerance controls	✓	✓

*f.o.b. our warehouses
PRICES SUBJECT TO CHANGE WITHOUT NOTICE*

PIONEER RIM & WHEEL CO

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