

## Press Information

2006-03-02  
No.06-04

### **Akebono to Commence Sales of Rebuilt “Eco Pads” for Disc Brakes**

Akebono’s rebuilt disc brake pads, manufactured to the same level of quality and performance as new products but utilizing used brake pads recovered from the market, are to go on sale from this April under the registered trade name “Akebono Eco Pads.”

Akebono’s measures for environmental preservation saw the company introduce rebuilt drum brake shoes in 1965, production of which has continued up to the present day. For the rebuilt disc pads, a team was initially set up in 2000 to study such issues as lining separation and improved profitability, and has since been proceeding with technical development and commercialization.



Partial sales of the Akebono Eco Pad have been conducted for trial purposes since June of last year, in cooperation with members of the company’s “ai-network” of parts dealers nationwide and via collection routes established for the rebuilt shoe business. The trials resulted in the pad garnering considerable admiration in the market place as a recycled product and environmental measure. With expectations running high, it was decided to commence expansion of sales channels for a product launch in April. It is anticipated that the product will be further developed in the future, not only as an Akebono original aftermarket brand, but also on an OES basis to meet the market needs of automakers.

The Akebono Eco Pad is produced at Akebono Brake Iwaki Manufacturing Co., Ltd., the Akebono group’s main remanufacturing and recycling facility in Japan.

The Akebono group will hereafter continue to aggressively develop its rebuilt component business in order to make a significant contribution to society’s recycling and environmental needs.