

akebono's Corporate Mission

## Corporate Goals

Customer needs first  
Technology realignment  
Establishing a global network

Established 1990

## akebono's Corporate Mission

Through "Friction and Vibration, their Control and Analysis," we are determined to protect, grow and support every individual life.

Established 1999

## akebono's Declaration for the 21st Century

We will continue to create value long into the 21st century as we pursue our Corporate Mission.

We declare that we will:

1. Recognize the real value of what we create and provide.
2. Assure our own indispensability by continuously creating new value.
3. Accomplish our tasks with speed and the courage of our convictions without fear of failure.
4. Achieve our aspirations through the pride of each and every individual.

Established 1999

## Brand Slogan

Akebono Brake, Absolute Safety

Established 2005