

# Since 1929 – The Dawn of the Japanese Automobile Industry

The Akebono Group was founded as Japan's first brake lining (friction material) manufacturer in January 1929, just at the dawn of the country's motorization.

Since then, we have striven to fulfill our mission of providing customers with reliability and safety. A look back at our more than 87 years of history shows that three major phases of transition have marked our transformation from automotive brake lining producer to comprehensive brake manufacturer.

### akebono's Corporate Mission

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

### Brand Slogan

Absolute safety;  
Unparalleled control

### Brand Statement

Since 1929, akebono has brought assurance and peace of mind to our customers and end-users everywhere as a global industry leader in brake design and production.

We take pride in our history of achieving safety without compromise, and continue to pursue new standards of perfection with innovation. Looking to the future, we are inspired by the prospect of delighting and satisfying our customers, and never cease in the challenge to succeed in this goal.

Absolute safety; Unparalleled control.  
Putting a smile on people's faces all over the world.

1960

First phase of transition

Launched as a comprehensive brake manufacturer

1986

Second phase of transition

First full-scale overseas expansion

2010

Third phase of transition

Acceleration of globalization



1958

Akebono resin brake shoes and disc brake linings are used on Japanese National Railways' Kodama express trains



1982

AD Type disc brakes win the 1982 Japan Society of Mechanical Engineers Medal

1960

Signs brake-related technical assistance agreement with a global brake manufacturer Bendix Corporation in the United States



1986

Establishes Ambrake Corporation as a joint venture with General Motors in the United States



1929

Founded as Japan's first brake lining manufacturer at the dawn of Japan's motorization

Net sales trend

2000

Starts using the new corporate logo



2001

New corporate headquarters, the Akebono Crystal Wing (ACW) is completed in Hanyu City, Saitama Prefecture



2007

Participates in the F1 with providing brake components for the Vodafone McLaren Mercedes team



2014

Establishes Akebono Brake Slovakia s.r.o. in Slovakia



1996

Acquires equity interest in PT. Tri Dharma Wisesa in Indonesia (currently PT. Akebono Brake Astra Indonesia)  
First step to establish a business foundation in Asia



1998

Establishes Akebono Arras S.A. production facility in France (currently Akebono Europe S.A.S. [Arras])



2004

Chinese local subsidiaries Akebono Corporation (Guangzhou) and Akebono Corporation (Suzhou) are established



2009

Signs a contract with Robert Bosch GmbH to acquire its North American brake business  
Accelerates globalization from 2010



2016

Receives the Fiscal 2015 Japan Society of Mechanical Engineers Medal for New Technology in the "development and mass production of high-performance brakes for road cars"

(Billions of yen)  
250

200

150

100