

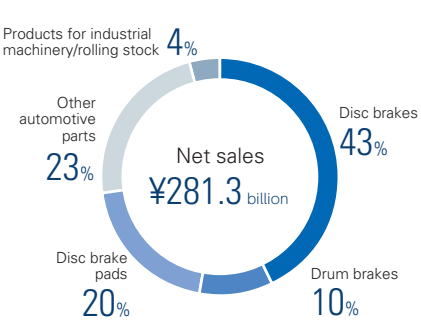
# As an Independent Manufacturer Specialized in Brakes

As an independent manufacturer specialized in brakes, Akebono strives to delivery safety and peace of mind to customers all over the world.

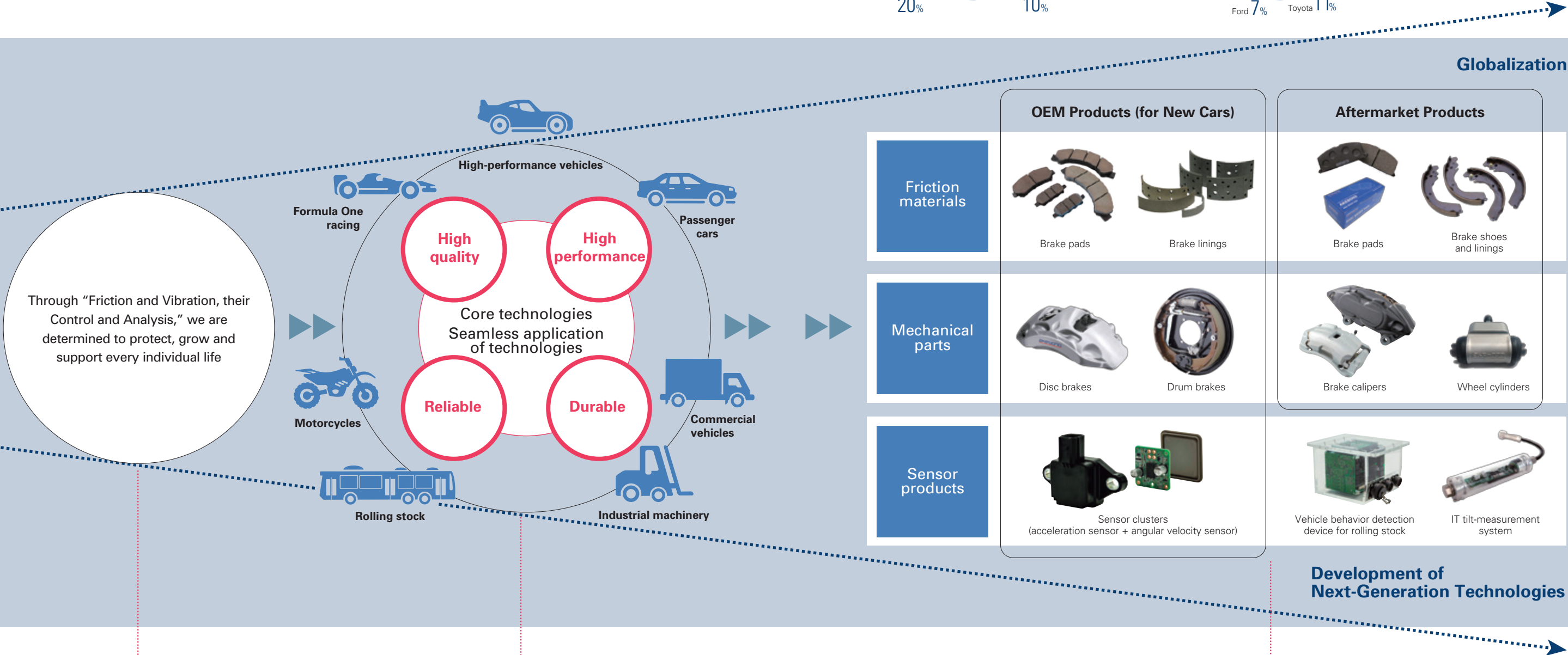
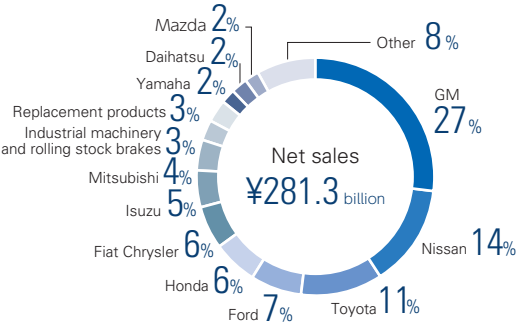
Through our global operations, we develop, manufacture, and provide brake pads, brake linings and other friction materials, as well as such mechanical parts as disc brakes and drum brakes.

Drawing on the technological expertise we have developed through these operations, we will provide brakes in various fields, focusing on next-generation technology development including electrification.

Sales Ratio by Product (Fiscal 2015)



Sales Ratio by Main Customers (Fiscal 2015)



Akebono's Corporate Mission

Value Creation based on Our Corporate Mission

In 1999, Akebono established "akebono's Corporate Mission" as a guideline that indicates the path that the company should take. "Friction and Vibration, their Control and Analysis" is Akebono's original theme. Guided by the Corporate Mission, Akebono will continue to create value and contribute to the development of a sustainable society.

Core Technology and Seamless Application of Technologies

Working in Diverse and Numerous Fields

The development and manufacture of automotive brake-related products is Akebono's main business. Our product lineup ranges from passenger cars through to high-performance vehicles. Moreover, we provide products for various motorsports, including Formula One—the most prestigious motorsport category—with the aim of enhancing our technological strengths. We also produce brakes for motorcycles, rolling stock and industrial machinery, drawing on our core technologies cultivated in brake development. We supply sensor products that leverage our vibration analysis technologies, and our goal now is to expand into the fields of social infrastructure and mobility.

Main Products

A Solid Track Record in OEM

Our main OEM customers include Toyota, Nissan, Honda, Mitsubishi, Isuzu and all other domestic automakers as well as overseas automakers, including GM, Ford, Fiat Chrysler, Porsche and Mercedes. Currently, Akebono's share of the domestic OEM market for automotive disc brake pads stands at approximately 43%.

Aftermarket Parts Developed with Expertise

Akebono provides customers all over the world with aftermarket products designed in accordance with their needs, backed by the solid technologies and quality that has developed through diverse OEM operations with the world's leading automakers.