

Akebono TODAY

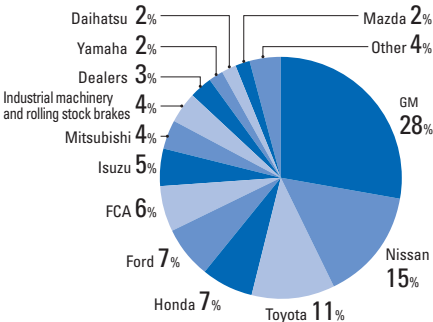
A comprehensive brake manufacturer expanding globally

Consolidated net sales (Fiscal 2016)

¥266.1 billion

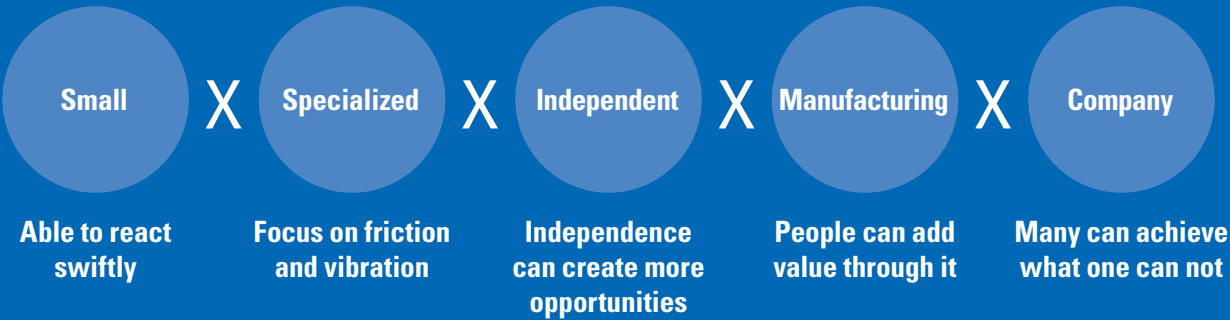
Trading with the world's auto

Sales Ratio by Main Customer



OEM* Business Sales
Over **80%**

*Fitted in new cars



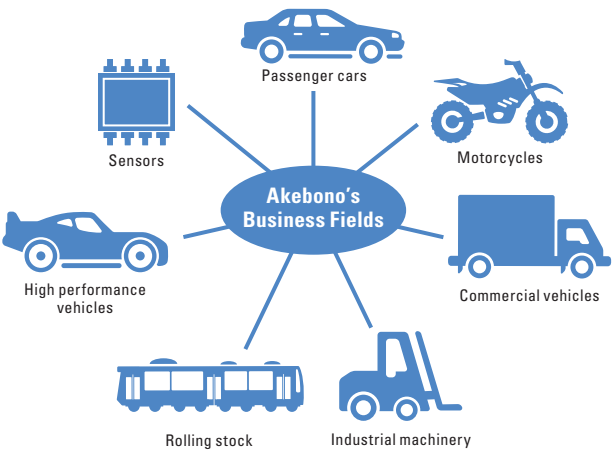
Using the technologies and expertise only a specialized manufacturer possesses to open up new markets

Providing original technologies

7 Business Domains

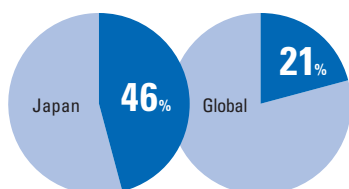
Leveraging technologies cultivated in the automotive brake field in a wide array of fields

Developed on the principle of "Through 'Friction and Vibration, their Control and Analysis,' Akebono's products are used in a wide array of fields, including passenger cars, commercial vehicles, motorcycles, rolling stock, and industrial machinery.



makers and maintaining a high market share

OEM Share



One in every five vehicles worldwide have brake pads made by Akebono

For our mainstay product, brake pads, we have a global market share of approximately 21% and a Japanese market share of approximately 46%*.

Global brake pad OEM market share:

21%

* Akebono research

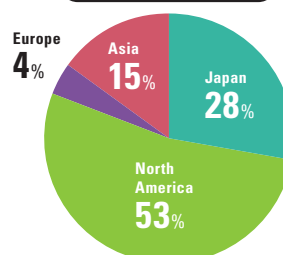
Responding to the various needs of automakers

Various manufacturers in Japan and around the world use products made by Akebono as an independent, comprehensive brake manufacturer.

More than 72%

of sales are for overseas

Sales Ratio by Region



Expansion mainly in North America, Europe, and Asia

Akebono has been leveraging its global network to expand business in Japan, North America, Europe, and Asia. Since fiscal 2015 our overseas sales ratio has exceeded 70%.

We are leveraging our unique position in Japan and overseas as a “small, specialized, independent manufacturing company.”

Building a global network responding to market changes

Employing

Over 9,000

people around the world

Business operations at 25 bases in 12 countries

Akebono employs 9,457 people around the world. We are developing global human resources as a truly global company.

Number of Associates by Region

