

## News Release

### **AKEBONO BRAKE INDUSTRY INCREASES TECHNICAL INTEGRATION WITH McLAREN MERCEDES**

**Woking/Tokyo, February 17th 2014:**

Akebono Brake Industry Co., Ltd. (Akebono) and the McLaren Mercedes Formula 1 team are pleased to announce a new, extended technology partnership.

For the 2014 Formula 1 season onwards, Akebono is elevated to the status of 'Technology Partner' of the McLaren Mercedes team and will design and integrate an all-new braking system in response to the latest changes in the Formula 1 regulations.

Furthermore, Akebono retains its supply status of racing calipers and brake pads for the hugely successful McLaren 12C GT3 race cars as well as being the brake partner of choice for the next generation McLaren P1™ high performance sports car.

In 2014, Formula 1 sees the introduction of new 'power units' that combine power output from a 1.6-litre V6 combustion engine with that of a brand new hybrid Energy Recovery System (ERS). The change means the rate at which cars can harvest energy under braking has increased five-fold from 400 kJ per lap to 2,000 kJ per lap, thus significantly affecting the braking effort at the rear wheels.

Akebono's dedicated team of engineers and specialists have developed an electronic 'brake-by-wire' rear brake control system to aide the braking effort at the rear, negating the need for the driver to constantly alter the brake bias, and thus contributing in preventing rear lock-up.

Akebono's Chairman, President & CEO, Hisataka Nobumoto said:

“ This is the third extension to our partnership with McLaren since we began the relationship back in 2007 and becoming a fully-integrated technology partner to McLaren Mercedes is another step in being recognised as the best brake manufacturer in the world.

“ Formula 1 represents the greatest of engineering challenges and the new regulations introduced this year give us an excellent opportunity to design and integrate a brand new electronic system that will further showcase our technical prowess.

“Supplying the McLaren Mercedes Formula 1 team, the McLaren 12C GT3 race cars and the breath-taking McLaren P1™ is an outstanding achievement for Akebono and our associates and shareholders ought to take great pride in what Akebono has accomplished in such a short period of time.”

Jonathan Neale, Chief Operating Officer, McLaren Mercedes said:

“ Akebono has been a committed, unwavering ally of the team since 2007 and has continually innovated its product offering, not least in the face of this year’s new regulations which see a huge increase in energy recovery under braking. Akebono’s all-new electronic brake system will be a valuable technical asset.

“Status of ‘Technology Partner’ at McLaren is not to be taken lightly – it is a mark of technical excellence and product performance – and is well deserved by Akebono which now supplies bespoke brake systems to all of McLaren’s race cars across Formula 1 and GT as well being the OEM partner to the awe-inspiring McLaren P1™.”

Akebono began its collaboration with McLaren Mercedes in 2007, developing and refining its braking technologies at the sharp end of global motorsport competition. These processes have produced an ultra-reliable brake system that boasts significantly reduced weight and exceptional cooling capacity while also being able to withstand high temperatures and maintain structural rigidity.

#### **Akebono & McLaren Mercedes (2007 – 2013)**

Grands Prix contested:	129	
Wins:	34	= 26% win rate
Pole Positions:	30	= one pole in every 5 races
Point-winning Finishes:	188	= 3 out 4 races in the points

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Hisataka Nobumoto, Chairman, President & CEO, Akebono (on left) signs new Technology Partnership with John Cooper, Commercial & Finance Director, McLaren Mercedes (on right), January 2014



McLaren Mercedes drivers Jenson Button (left) with the Akebono McLaren Formula 1 calliper and Kevin Magnussen (right) with the Akebono McLaren P1™ calliper, January 2014

## About Akebono Brake Industry, Co., Ltd.

Akebono Brake Industry Co., Ltd. (TSE:7238), founded in 1929, is a world leader in advanced brake and friction material development and production. The Akebono Group operates R&D centers in Japan, the United States, France, United Kingdom, China and ASEAN and decided to establish a new one in Reims, France and has wholly owned or affiliated manufacturing facilities worldwide. Akebono recorded net sales of 206 billion yen in the fiscal year ended March 31, 2013, and employs over 9,000 people worldwide on a consolidated basis. As a technology partner to the McLaren Mercedes Formula 1 team, Akebono has been supplying and jointly developing brake systems since 2007.

For more information, visit [www.akebono-brake.com/english/index.html](http://www.akebono-brake.com/english/index.html).

## About McLaren

New Zealand racing driver Bruce McLaren founded the McLaren team in 1963. Since 1966, when it entered its first Formula 1 race, McLaren has won 20 world championships and over 180 grands prix. McLaren is now globally renowned as one of sport's most successful competitors and as one of the world's most illustrious high-technology brands.

The McLaren Group has grown to encompass much more than just grand prix racing: McLaren produced the 1990s' original supercar, the McLaren F1, and, with the launch of McLaren Automotive, has gone on to introduce the internationally acclaimed 12C, 12C Spider and McLaren P1™ high-performance cars.

McLaren Applied Technologies develops strategic business partnerships that harness our expertise in high-performance design, performance-management and simulation systems. It also develops, builds and services control units for the entire Formula 1, Indy Car and NASCAR grids

The McLaren Mercedes team campaigns the 2014 FIA Formula 1 World Championship with the driver pairing of 2009 world champion Jenson Button and Denmark's Kevin Magnussen. They drive the McLaren Mercedes MP4-29.