

## News Release

### **Akebono Adds Over 50 New Part Numbers, in Conjunction with Software Updates, Coverage is Expanded by More Than 24 Million Vehicles**

- *Product expansion includes Domestic, European and Asian vehicles*
- *100% Made in the USA – an industry exclusive*
- *Improvements to internal software and systems allows for more timely, accurate and complete catalog updates*

**Farmington Hills, Mich.** – (March 26, 2014) – Akebono Brake Corporation, the originators of ceramic brake technology and the original equipment brand of choice installed on more than 270 models today announced it has added 51 new part numbers into its aftermarket brake pad portfolio providing coverage to more than 24 million additional vehicles. This added coverage features popular late-model domestic, European and Asian vehicles. The company also upgraded to an industry-leading software catalog program allowing Akebono to release products to the aftermarket quicker and more efficiently.

“We are extremely pleased to announce that with the addition of these part numbers and upgrades to our internal software system, more than 24 million additional vehicles will be able to be equipped with Akebono’s ultra-premium aftermarket brake pads,” said Ken Selinger, Director, Akebono Aftermarket sales and marketing. “We now have more parts and coverage for late model passenger car and light truck applications than ever before. Owners of these vehicles can now experience the class-leading performance from Akebono’s brake pads which often exceeds the performance of the factory-installed brake pads.”

Of the 51 new part numbers released:

- ProACT<sup>®</sup> ultra-premium brake pads: 23 part numbers
- EURO<sup>®</sup> ultra-premium brake pads: 14 part numbers
- Performance<sup>®</sup> ultra-premium brake pads: 14 part numbers

Total vehicle coverage added with these 51 new part numbers and software and system upgrade:

- ProACT<sup>®</sup> ultra-premium brake pads: approx. 11.4 million vehicles
- EURO<sup>®</sup> ultra-premium brake pads: approx. 1.6 million vehicles
- Performance<sup>®</sup> ultra-premium brake pads: approx. 11.6 million vehicles

“In addition to the satisfaction our customers receive after installing our ultra-premium aftermarket brake pads on their vehicle, they will be proud to know that Akebono brake pads are 100% made in the USA,” added Selinger.

Some notable vehicles now covered include:

- Audi A6/A7/A8 Quattro (2011 – 13) – EURO<sup>®</sup> ultra-premium front brake pads
- BMW 535i and 640i (2011 – 14) – EURO<sup>®</sup> ultra-premium front brake pads
- Chrysler Town & Country and Dodge Caravan (2012 – 14) – ProACT<sup>®</sup> ultra-premium front brake pads
- Ford Mustang (2005 – 14) – Performance<sup>®</sup> ultra-premium front and rear brake pads
- Ford Transit Connect (2010 – 13) – ProACT<sup>®</sup> ultra-premium front brake pads

For the very latest catalog information customers are encouraged to visit [www.akebonobrakes.com](http://www.akebonobrakes.com) and follow the link to the Aftermarket page or go directly to [www.showmethепarts.com/akebono/](http://www.showmethепarts.com/akebono/) to view Akebono's full portfolio of ultra-premium aftermarket brake pads.

Akebono's EURO<sup>®</sup> and Performance<sup>®</sup> brake pad lines are already fully compliant with state regulations that require low copper content in brake pads beginning in the year 2021. Akebono offers the most application-specific friction formulations in the market. Akebono's ultra-premium ceramic brake pads are OE-engineered to enhance the model-specific performance demanded by each vehicle.

# # #

#### **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 Akebono Brake Corporation**

Akebono Brake Corporation, North America's leading supplier of advanced brake technology, is a leader in advanced brake and friction material development and production, with a focus on noise, vibration and harshness (NVH) analysis and control. The Akebono Group operates technical/R&D centers in Japan, the United States and France, with many wholly owned or affiliated manufacturing facilities worldwide.

For more information, visit [www.akebonobrakes.com](http://www.akebonobrakes.com).