

News Release

November 14, 2016

Akebono EURO[®] Ultra-Premium Brake Pads Named Best Overall Import Aftermarket Product by Import Vehicle Community

Farmington Hills, Mich. - (November 14, 2016) - Akebono Brake Corporation's EURO[®] Ultra-Premium ceramic disc brake pad line was awarded "Best Overall Import Aftermarket Product or Product Line" by the Import Vehicle Community, a segment of the Auto Care Association. The Akebono team, led by Dr. Wilm Uhlenbecker, President and CEO, Akebono Brake Corporation, accepted the prestigious award at the Automotive Aftermarket Products Expo (AAPEX) last week.

"We are deeply gratified and honored that the EURO[®] Ultra-Premium brake pad line has once again been selected for this prestigious award," said Ken Selinger, Director of Aftermarket Sales and Marketing, Akebono Brake Corporation. "This is an especially notable win for Akebono in light of the many recent introductions by our top competitors of European-focused brake pad lines that have entered the aftermarket."

This is the second time in three years that Akebono's EURO[®] Ultra-Premium ceramic brake pads have been named the "Best Overall Import Aftermarket Product or Product Line" as part of the annual Import Product and Marketing Awards held by the Import Vehicle Community.

The product was judged by the association according to its superiority in areas of commercial success, quality of reputation, market demand, distribution, presentation and packaging, , and highest profit potential for the distribution chain, among others. Notably, the product was chosen best out of dozens of categories and hundreds of products for import vehicles.

"This award is a testament that Akebono's Ceramic Technology is supremely effective and so highly regarded in this competitive market, such that we have become the benchmark for European specialists and professional technicians throughout North and South America," said Selinger.

The EURO[®] Ultra-Premium brake pad line was introduced in 2005 to offer vehicle owners a highly engineered, application-specific product designed specifically to optimize the braking performance of European vehicles. The brake pads are 100 percent made in the U.S.A. and offer the premium braking power, vehicle control and smoothness expected by European vehicle manufacturers.

The pads also deliver "best in class" performance in the critical areas of noise, vibration and harshness (NVH), virtually eliminate brake dust for cleaner wheels, are low copper for the least possible environmental impact, and help ensure longer rotor life.

Akebono's EURO[®] Ultra-Premium line is designed exclusively for European vehicles, including Audi, BMW, Fiat, Jaguar, Land Rover, Mercedes-Benz, MINI, Porsche, SAAB, Volkswagen and Volvo.



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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 and manufacturing facilities worldwide, such as in Japan, the United States, Europe and Asia. Akebono has been supplying and jointly developing brake systems with the McLaren Formula 1 team since 2007.

For more information, visit www.akebono-brake.com/english/index.html.

About Akebono Brake Corporation

Akebono Brake Corporation is a leader in advanced brake and friction material development and production, with a focus on noise, vibration and harshness (NVH) analysis and control. Akebono manufactures a wide range of brake friction materials and foundation brake assemblies, including disc brake calipers and drum brakes. The company's commitment to innovation, process improvement, quality control and customer service has positioned it as a key resource for leading OEMs, Tier I brake suppliers and the automotive aftermarket.

For more information, visit www.akebonobrakes.com.