

## News Release

November 15, 2019

### **Akebono EURO® Ultra-Premium Ceramic Brake Pads Named Best Overall Import Aftermarket Product Line by the Import Vehicle Community**

Las Vegas, Nevada, USA – November 6, 2019 – Akebono Brake Corporation has been awarded 2019 “Best Overall Import Aftermarket Product Line,” for Akebono EURO® Ultra-Premium Ceramic Disc Brake Pads by the Import Vehicle Community, Product and Marketing Awards held at AAPEX in Las Vegas, Nevada.

**Criteria for this award include:**

- Commercial success record, widely distributed
- Quality reputation
- Market demand
- Profit potential for the distribution chain
- Presentation, packaging, support material
- Product must be applicable to fit import nameplates

This marks the fourth time the Akebono EURO line has been recognized as the best overall aftermarket part for import vehicles. Akebono EURO Ultra-Premium Disc Brake Pads, once again stand out for their unique braking solution; longer-lasting, rotor friendly brake pads that are also low-dusting and gives smooth, strong and quiet braking for European vehicles.

Akebono's EURO line continues to offer unprecedented quality and customer satisfaction. The EURO line now includes premium 301 stainless steel abutment clip hardware and electronic wear sensors in part numbers, where applicable, giving users even more reasons to like the product and more value in the box. “We have had a very productive year in 2019, this is a great achievement for us” stated Akitsugu (Alex) Yagyu Vice President Aftermarket Sales, Akebono Brake Corporation. “To be a multi-time winner of this award really says something, about the product that we continue to develop and expand for a prosperous future, all of our Akebono EURO Line are proudly made in our combined OEM, OES and Aftermarket facility, in Glasgow, KY”.



\*All trademarks are the property of their respective owners.



Aftermarket Sales team, Akebono Brake Corporation



**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](http://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](http://www.akebonobrakes.com).