



News Release

March 14, 2012

Akebono Appoints Sales & Marketing Director for North American Aftermarket

Farmington Hills, MI – (March 14, 2012) – Akebono Brake Corporation is pleased to announce the appointment of Ken Selinger as the Sales and Marketing Director for the North American Aftermarket.

Mr. Selinger brings more than 25 years of sales, marketing, management, strategic product development and manufacturing experience to Akebono, having recently served at Federal-Mogul as the Director of Marketing, North American Braking, Global Aftermarket since 2009.

Ken has a lot of talent and will be a welcomed addition to our powerful Akebono team. And his expertise and commitment to build our brands will help us maintain our excellent reputation and reach our growth goals in the North American Aftermarket.”

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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 in Japan, the United States and France, and has wholly owned or affiliated manufacturing facilities worldwide. Akebono recorded net sales of 216.6 billion yen in the fiscal year ended March 31, 2011, and employs over 9,000 people worldwide on a consolidated basis. As an official supplier of the Formula 1 Vodafone McLaren Mercedes team, Akebono has been supplying and jointly developing brake systems since 2007.

For more information, visit 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.

For more information, visit www.akebonobrakes.com.