



News Release

August 3, 2012

Akebono Brake Corporation Wins Altrom 2011 Supplier of the Year Award Prestigious Achievement for Akebono's North American Aftermarket Business

Farmington Hills, MI – (August 3, 2012) – The Altrom Group, a division of Genuine Parts Co., awarded Akebono Brake Corporation, Altrom Group 2011 Supplier of the Year. This award honors Altrom's most accomplished vendor based on performance measurements including sales increases, fill rate, marketing, sales support, product quality and coverage.

The award was presented to Mike Eldard, Akebono Sales Account Manager, on behalf of Akebono at Altrom's 2012 North American Sales Summit June 24-27 in Vancouver, Canada. He commented "Receiving the Altrom Supplier of the Year Award is a great honor for the Akebono family and I felt privileged to accept this award on behalf of all Akebono associates." This three-day event was attended by Altrom's management team, sales professionals and key vendor partners from around the world.

"Akebono continuously strives to delight our customers and to become a vital resource to their business success. Altrom's recognition of Akebono proves our people and products are exceptional in every way and we are deeply honored to be recognized by Altrom" said Ken Selinger, Aftermarket Director of Sales & Marketing at Akebono Brake Corporation.

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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 209.6 billion yen in the fiscal year ended March 31, 2012, 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.