

News Release

September 7, 2012

Akebono Brake Mexico Holds Ground-Breaking Ceremony

Silao, Guanajuato, Mexico – (September 7, 2012) – Akebono Brake Mexico S.A. de C.V. held a ground-breaking ceremony on September 5 for a new construction project, attended by about 30 guests including the Mayor of Silao City and guests from the construction company. The ceremony was conducted in the Mexican, Japanese and Catholic traditions.

“The foundation of Akebono’s approach to overseas business has always been ‘local production for local consumption’ – producing for and supplying the carmakers who are our customers from bases close to their own,” said Yoshimasa Ogino, Executive Vice President, Akebono Brake Industry Co., Ltd. “And we currently have 15 factories in 7 countries around the world. We annually export US \$80 to \$90 million of our brake products made in Japan and the United States to Mexico, both directly and indirectly. We plan to expand our business with many Japanese and U.S. carmakers that already have bases in Mexico, and with more companies planning to establish operations in Mexico or to expand production in Mexico. Thus, based on the concept of ‘local production for local consumption,’ and taking our contribution to the auto industry in Mexico as our mission, we will speed up and expand our business, and strengthen our global competitiveness.”

Overview of Akebono Brake Mexico S.A. de C.V.

Location: Silao City, Guanajuato, Mexico
Representation: Keiji Yamanaka
Business activities: Manufacture and sale of automotive brakes
Paid-in capital: 400 million JPY (scheduled to increase in stages)
Date of establishment: April 13, 2012
Shareholders: Akebono Group 100%

Overview of new factory (tentative)

Site area: 110,000m²
Start of production: June 2013
Sales revenue: 4.5 billion JPY (Fiscal 2015)

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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.

Contact

Yoshio Arai

+81-(0)3-3668-5183

yarai39@akebono-brake.com