

## News Release

October 1, 2013

### **Akebono Global Training Center Wins Good Design Award 2013**

Tokyo, Japan – (October 1, 2013) – Akebono Brake Industry Co., Ltd. has announced that its global training center won the Good Design Award 2013, sponsored by the Japan Institute of Design Promotion.

More than 60% of the Akebono Brake Group's net sales and associates are now at overseas locations. As the ratio increases, it provides a clear sign of how globalization is accelerating into the future. Given this business environment, we face the need to integrate our associates regardless of nationality, native language, education, customs or other background. By making maximum use of this center, we can accomplish this by equipping associates with the skills appropriate to a global company

In its effort to become a “truly global company,” Akebono built Ai-Village in December 2012 as its global training center with the function of deepening human interaction. The initial objective of Ai-Village received public recognition, as was evident in the evaluation that “it is a good example of how a designed space can help nurture positive, unexpected communication opportunities.” In the training center, about 7,000 associates from Japan and overseas attended variable training sessions including departmental and global manager training. Akebono will continue to encourage communication through Ai-Village.

The facility name: Ai-Village  
About the facility: Training Institute  
Producer: Akebono Brake Industry Co., Ltd.  
Design director: PLANTEC ARCHITECTS INC.  
Completion: December 2012  
Evaluation:

Amid beautiful surroundings, multiple scenes are created between the facing training hall covered with its distinctive “origami”-style roof harmonizing with the landscape, and the simple design of the accommodation facility. It is a good example of how a designed space can help nurture positive, unexpected communication opportunities.



#### About the Good Design Award 2013

Begun in 1957, the Good Design Award is a comprehensive program for the evaluation and encouragement of design organized by the Japan Institute of Design Promotion (JDP). The award has been presented for outstanding designs for



**GOOD DESIGN  
AWARD 2013**

more than 55 years in the pursuit of prosperous lives and industrial development. Approximately 39,000 Good Design Awards have been given in continuing these efforts. JDP receives submissions from companies and designers from inside/outside of Japan every year. The "G Mark" has been familiar to many people as a trustworthy symbol which connects industry and everyday life.

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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 206.0 billion yen in the fiscal year ended March 31, 2013, 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](http://www.akebono-brake.com/english/index.html).