

News Release

Akebono Continues to Set Industry Benchmark for Friction Technology

- *Company's EURO and Performance lines are already compliant with 2021 regulations*
- *Made 100% in USA*

Farmington Hills, Mich. – (Feb. 26, 2014) – Akebono Brake Corporation today announced that both its EURO and Performance brake pad lines are already fully-compliant with state regulations that require low copper content in brake pads beginning in the year 2021. In fact, these pads have been compliant with the stringent formulae called for in the regulations since the product lines were launched in 2005.

“Akebono has for years been a leader in friction technology development, as is evident in the performance of our pads and the fact that they met the 2021 regulations 16 years in advance,” said Ken Selinger, Director, Akebono Aftermarket sales and marketing. “In addition, our Pro-ACT, EURO and Performance lines are 100% made in the USA, something that differentiates us from the competition.”

As the originators of ceramic brake technology, Akebono offers the most application-specific friction formulations in the market. Akebono's ultra-premium ceramic brake pads are OE-engineered to enhance the model-specific performance demanded by each vehicle.

“Our continued focus on leading with technology allows Akebono to meet 2021 regulations without compromising the superior performance our customers have come to expect from us,” added Selinger.

Akebono's friction products are factory-installed on more than 270 models and the company has become known as the OEM brand of choice in the 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 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.

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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. The Akebono Group operates technical/R&D centers in Japan, the United States and France, with many wholly owned or affiliated manufacturing facilities worldwide. For more information, visit www.akebonobrakes.com.