



News Release

July 8, 2014

Akebono Brake Corporation Receives 2013 Altrom Group Supplier of the Year Award

Farmington Hills, MI – (July 8, 2014) – Akebono Brake Corporation today announced it has been awarded the Altrom Group 2013 Supplier of the Year Award. The Altrom Group, a division of Genuine Parts Co. (GPC), awards its most accomplished vendor based on performance measurements, including sales growth, fill rate, marketing, sales support, product quality and coverage. This is the second time in three years that Akebono has received this honor.

The award was presented to Mike Eldard, District Sales Manager, Borise Cota, Western Regional Sales Manager, and Ken Selinger, Director, Aftermarket Sales and Marketing, on behalf of Akebono at Altrom's 2014 North American Sales Summit held on June 18 through 20 in Tulalip, Washington. This three-day event was attended by Altrom's and GPC's management team, sales professionals and key vendor partners from around the world.

Aside from achieving significant sales growth in both the U.S. and Canada, Akebono was recognized as having the highest quality product with extensive coverage. In addition, Akebono has been an active participant in supporting Altrom's dealer clinics and trade shows.

"We are deeply honored to be recognized by Altrom," said Robert Douglas, Vice President, Aftermarket and OE Service Sales and Marketing at Akebono Brake Corporation. "This award is a testament to the high quality and standards of Akebono's associates, products and customer service."

Akebono offers the most application-specific friction formulations in the market and are factory installed on over 270 models. Akebono's ultra-premium ceramic brake pads are OE-engineered to enhance the model-specific performance demanded by each vehicle and are 100 percent made in the USA.

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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, France, United Kingdom, China and ASEAN and decided to establish a new one in Reims, France and has wholly owned or affiliated manufacturing facilities worldwide. Akebono recorded net sales of 236 billion yen in the fiscal year ended March 31, 2014, and employs over 9,000 people worldwide on a consolidated basis. As a technology partner to the McLaren Mercedes Formula 1 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.

For more information, visit www.akebonobrakes.com.