



News Release

Oct. 13, 2014

Akebono Brake Corporation Continues Commitment to USA through its Aftermarket Ceramic Brake Pad Manufacturing

Company's application-specific ceramic formulations are available to more than 98 percent of vehicles on the road

FARMINGTON HILLS, Mich., Oct. 13 – Akebono Brake Corporation, the pioneers of ceramic brake pad technology and the original equipment brand of choice installed on more than 270 models, is continuing its commitment to the United States with its ultra-premium ceramic disc brake pad line manufactured 100 percent in the U.S. This enables Akebono to maintain superior quality and proprietary control throughout the manufacturing process, a valuable advantage over its competitors who manufacture their products in low-cost countries.

“Akebono’s fully-validated braking solutions follow the most stringent quality standards, enabling us to have exclusive control of our manufacturing, testing and technology right here in the U.S.,” said Ken Selinger, director of aftermarket sales and marketing, Akebono. “Our commitment to U.S. manufacturing and the economy has solidified Akebono’s position as an industry leader in many areas. We have proven our commitment to leading with innovation as the inventors of Akebono Ceramic Technology® and the first to market fully compliant low-copper brake pads that were 16 years ahead of the upcoming 2021 regulations.”

With the most application-specific friction formulations in the market, Akebono’s Pro-ACT®, EURO® and Performance® Ultra-Premium ceramic brake pads are OE-engineered to enhance the model-specific performance demanded by each vehicle.

More than 40 percent of the vehicles rolling off assembly lines in the U.S. are equipped with Akebono brakes. Akebono applies its OE technologies and extensive R&D to its aftermarket products that are known throughout the industry for their unmatched noise, vibration and harshness control.

“The most important measurements for our customers are quality and availability,” added Selinger. “With a less than 1 percent warranty rate and a 99 percent fill rate, Akebono leads the industry with customer commitment and satisfaction.”

Akebono has continually invested in the U.S. economy and labor force since the inception of its first U.S. manufacturing plant in 1986, and has grown to four U.S. manufacturing centers employing more than 3,500 people.

Its line of ultra-premium ceramic brake pads will be on display at booth 638 at the Automotive Aftermarket

Products Expo (AAPEX) on Nov.4-6, 2014 in Las Vegas, Nevada.

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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.