



## News Release

Nov. 4, 2014

### **Akebono Brake Corporation Awarded Best Overall Import Aftermarket Product from Auto International Association**

*EURO® Ultra-Premium ceramic disc pad brakes awarded for best application-specific braking solution for European automakers*

**FARMINGTON HILLS, Mich., Nov. 4** – Akebono Brake Corporation today announced it has received the Best Overall Import Aftermarket Product award from the Auto International Association (AIA) for its EURO® Ultra-Premium ceramic disc brake pads.

“Akebono’s EURO Ultra-Premium ceramic disc brake pad line provides automakers with unprecedented vehicle control and response rates, providing European automakers with the best application-specific braking solution for each vehicle,” said Ken Selinger, director, aftermarket sales and marketing, Akebono. “We are honored by this recognition by the Auto International Association and this award is a testament to Akebono’s continued focus on delivering the best braking solutions in the world.”

Introduced to the industry in 2005, Akebono’s award-winning EURO line was the first ceramic disc pad designed precisely to address performance-specific requirements of European vehicles, such as NVH, dust, and pedal pulsation. Since its inception in the market, more than 1.3 million units have been sold.

Akebono proved it’s a pioneer of ceramic braking technology by meeting the 2021 low-copper requirements under California and Washington restrictions 16 years ahead of regulations. The EURO line is designed for exclusive use on the following European vehicle applications: Audi, BMW, Fiat, Jaguar, Land Rover, Mercedes-Benz, MINI, Porsche, SAAB, VW and Volvo.

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.

Supporting free and fair trade since its 1981 founding, the AIA’s mission is to provide a bridge between the international automotive community and the North American aftermarket and to provide its members with the tools to successfully import to and export from North America. AIA is a segment of the Auto Care Association.

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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](http://www.akebono-brake.com/english/index.html).

### **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](http://www.akebonobrakes.com).