

News Release

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Akebono Brake Corporation Launches New Website to Support North American Business

Farmington Hills, MI – (November 17, 2014) – To drive and support the growth of its North American business, Akebono Brake Corporation has launched a new website to help customers more easily find information about its products and where to purchase them.

The newly designed Akebonobrakes.com offers an enhanced user experience with improved navigation to specific product pages for each of its aftermarket brands – Akebono Pro-ACT[®], Akebono EURO[®] and Akebono Performance[®] ultra-premium ceramic disc brake pads – along with information about their company history and original equipment business.

“As we celebrate our group’s 85th year of providing best-in-class braking solutions, we are pleased to offer this new, user-friendly, online experience to our customers,” said Ted Saito, president and chief executive officer, Akebono. “We will continue to embrace digital communication technologies that help us provide exceptional customer service and satisfaction.”

Specifically, the new website connects to the company’s social media pages and is mobile-friendly, allowing users to browse the site with ease from any device.

The site features a searchable literature library and an online parts catalog, so users can easily find which Akebono brake pads they need for their specific vehicle. In addition, the site features a dealer locator which automatically detects the users location to find auto parts distributors in their area that carry Akebono’s ultra-premium line-up of replacement ceramic disc brake pads.

“We will continue to make improvements to our website into the future to ensure quality communication with our customers,” added Saito. “Our digital platforms are key to making that happen.”

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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.

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.