

News Release

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Akebono Congratulates General Motors on “North American Truck of the Year” Award for Chevrolet Colorado

Award-winning truck equipped with Akebono foundation brake components featuring performance improvements

Farmington Hills, Mich. – (Dec. 15, 2014) – Akebono Brake Corporation congratulates General Motors on receiving the Motor Trend North American Truck of the Year award for the 2015 Chevrolet Colorado. The award-winning truck is equipped with foundation brake components provided by Akebono, which improve brake performance, pedal feel and reduce noise and vibration.

“We congratulate our friends at GM for this great achievement with Colorado,” said Eric Roszman, vice president, research and development, Akebono Brake Corporation. “It is an honor for Akebono to team up with GM on this award-winning vehicle and be a part of their re-entry into the midsize truck category.”

Akebono collaborated with GM on the development of the Colorado’s foundation braking components, including calipers and brake pads. The front wheels of the Colorado feature opposed piston calipers supplied by Akebono. By utilizing an opposed piston caliper, the team reduced brake drag while improving brake pedal feel.

The four-wheel-disc brakes on the truck feature Akebono brake pads made of low-copper, non-asbestos friction material. This is the same friction material supplied by Akebono for use on last year’s North American Truck of the Year, the 2014 Chevrolet Silverado, and provides exemplary performance, long life and ultra-low noise and brake dust. The low copper levels in the friction formulation meet future state-mandated restrictions on the use of copper, slated to go into effect in January 2021.

These components were developed in conjunction with GM at Akebono’s research and development facility in Farmington Hills, Mich., and are manufactured in the United States.

Akebono continues to be a global leader in providing brake components that exceed original equipment manufacturer (OEM) requirements and satisfy new vehicle customers. Its products are factory-installed on more than 270 models and have built a strong reputation for industry leading performance for noise, brake dust and lining life. In the aftermarket, Akebono is the OEM brand of choice for brakes.

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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.