

## News Release

May 19, 2015

### **Akebono Announces Partnership with Kettering University's Formula SAE Team**

Farmington Hills, MI – (May 19, 2015) – Akebono Brake Corporation has recently become a Silver Partner sponsor of Kettering University's Formula SAE (Society of Automotive Engineers) team for the 2015/2016 season. Akebono made a monetary contribution to the team in the amount of \$2,500, with the intent of also donating brake components for next season's car.

"We are proud to support Kettering's Formula SAE team for the 2015/2016 season," says Eric Roszman, Vice President, Research and Development, Akebono. "This partnership will further strengthen our relationship with Kettering, and allow us to be more involved in the community by helping young engineers reach their goals."

On Tuesday, April 21, Jennifer Carlson, Corporate Marketing Communications Manager, and Jason Lewis, Senior Test Engineer, Wheel End Products, attended the university's annual Formula SAE banquet at the Detroit Athletic Club in downtown Detroit, where they were presented with a team photo in appreciation of Akebono's sponsorship.

The monetary donation will help fund the team's efforts in building next season's formula car, along with assisting in other expenses associated with attending Formula SAE competitions held across the United States. The team finished second in fuel efficiency and sixteenth overall at the Formula SAE Michigan competition, which was held at the Michigan International Speedway, May 13-16 in Brooklyn, Michigan.

Kettering University, founded in 1919, is located in Flint, Michigan. Its Formula SAE team finished tenth overall at the Lincoln, Nebraska competition last year. For more information about Formula SAE, please visit <http://students.sae.org/cds/formulaseries/>.

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### **About Akebono Brake Corporation**

Akebono Brake Corporation is a leader in advanced brake and friction material development and production, with a focus on noise, vibration and harshness (NVH) analysis and control. Akebono manufactures a wide range of brake friction materials and foundation brake assemblies, including disc brake calipers and drum brakes. The company's commitment to innovation, process improvement, quality control and customer service has positioned it as a key resource for leading OEMs, Tier I brake suppliers and the automotive aftermarket.

For more information, visit [www.akebonobrakes.com](http://www.akebonobrakes.com).

**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 and manufacturing facilities worldwide, such as in Japan, the United States, Europe and Asia. Akebono has been supplying and jointly developing brake systems with the McLaren Formula 1 team since 2007.

For more information, visit [www.akebono-brake.com/english/index.html](http://www.akebono-brake.com/english/index.html).