



News Release

May 12, 2014

Akebono Brake Corporation Honored by Honda for Excellence in Quality

Farmington Hills, MI – (May 12, 2014) – Akebono Brake Corporation announced it has been honored by Honda for its “Excellence in Quality” award for supplying advanced brake and friction material products.

“We are honored to receive this recognition from Honda as a testament to our commitment to superior quality,” said Takeshi Saito, President and CEO, Akebono Brake Corporation. “We take great pride in achieving complete customer satisfaction and this is a clear reflection of all of Akebono’s employees’ dedication and drive for success.”

Honda honored 65 of their 652 OEM suppliers for their excellence in one or more of three categories: Quality, Delivery and Value. Akebono was one of 22 suppliers recognized for Quality, making them among the best OEM suppliers in the world. This is the second year in a row that Akebono has received the “Excellence in Quality” award from Honda.

“With significant growth in our production over the next three years, driven by heavy new model activity in North America, we will continue to collaborate with suppliers to deliver leading edge technologies and the highest quality products,” said Tom Lake, Vice President of North American Purchasing and Cost Strategy, Honda North America, Inc.

Akebono focuses to innovate and deliver friction solutions that lead the industry in quality, performance and safety, which allows Akebono to be the preferred OEM brake supplier that is factory installed on more than 270 different models.

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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.