

For Immediate Release

Akebono Launches “Brake into the Action” Spring Promotion Offering Unlimited Rewards to Repair Service Technicians

Farmington Hills, Mich. — April 2, 2018 — From April 1 to June 30, Akebono Brakes is rewarding professional technicians with incentives each time they install Akebono Pro-ACT®, EURO®, and Performance® Ultra-Premium Ceramic Disc Brake Pads. The Akebono “Brake into the Action” promotion offers technicians in the U.S., Canada and Latin America \$2.50 USD for each documented kit of Akebono pads installed. Additionally, participants in the U.S. and Canada can enter to win one of ten top prizes, valued up to \$10,000 each.

Technicians can register and Brake into the Action at AkebonoPromo.com. Kits are submitted electronically by entering the unique serial number and part number on each installed Akebono Brake Pad kit. Rewards can be accumulated and there is no limit on earnings.

Additionally, participants in the U.S. and Canada will automatically receive one grand prize raffle entry for every 10 successful online submissions. Five \$5,000 prepaid gift cards and five motorsports prizes (valued at \$10,000 each) will be raffled at the end of the promotion. Each registrant will also receive a free T-shirt on the first installation.

“We are delighted to be giving back to the technicians and shops who perform high quality brake installations and choose Akebono Ultra-Premium Brake Pads for their customers’ vehicles,” said Ken Selinger, Director of Aftermarket Sales and Marketing, Akebono. “On top of incentives, for the first time we are raffling grand prizes, which we are very excited to award at the end of the promo to ten hardworking technicians.”

Visit akebonobrakes.com or AkebonoPromo.com for additional details, rules and restrictions.

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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.

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.

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