



## AKEBONO BRAKE PADS ARE THE OEM BRAND OF CHOICE

Akebono brake pads have higher customer satisfaction and profitability

- Clean wheels
- Quiet performance
- Longer rotor and pad life
- Smooth and confident pedal feel

Millions of car owners depend on Akebono brake pads ... shouldn't you?



Akebono is the Original Equipment Manufacturers' brand of choice and is factory installed on many of the world's most sought-after vehicles.



EURO Ultra-Premium brand products are environmentally friendly and adhere to the low copper requirements under California and Washington restrictions.



## ABOUT AKEBONO

- Has more than 85 years of brake design expertise
- Is the originator of ceramic pad technology
- Is the benchmark in braking expertise
- Is the global leader in the analysis and control of NVH (noise, vibration and harshness)
- Provides unparalleled and extensive R&D

## RESEARCH & DEVELOPMENT

Akebono is the number one choice of OEMs in North America, and offers its customers unparalleled experience and expertise, all backed by the most comprehensive R&D in the industry. Auto manufacturers around the world recognize Akebono as the innovating leader in braking technology.



100% MADE IN USA



DESIGNED FOR  
EUROPEAN VEHICLES



THE ESSENCE  
OF BRAKING.™



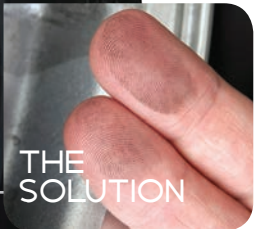
# PRECISE BRAKING CONTROL AND PERFORMANCE

It's critical that your brakes perform as flawlessly as your vehicle. You can count on Akebono's industry-leading engineering and braking expertise to match the superior quality of your European-designed vehicle.

YOU DEMAND THE BEST  
OUT OF YOUR VEHICLE.  
WHY DEMAND ANYTHING  
LESS FROM ITS BRAKES?

## LUXURIOUSLY CLEAN

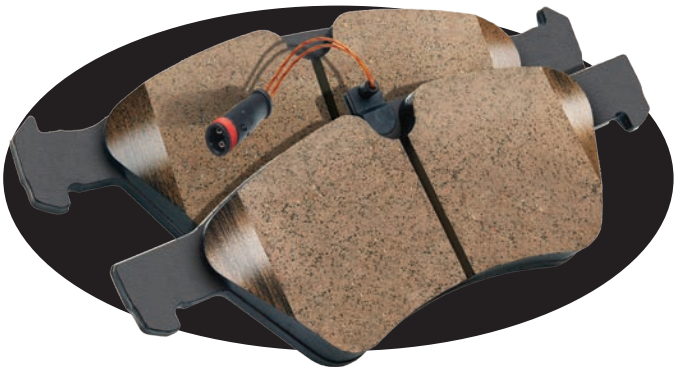
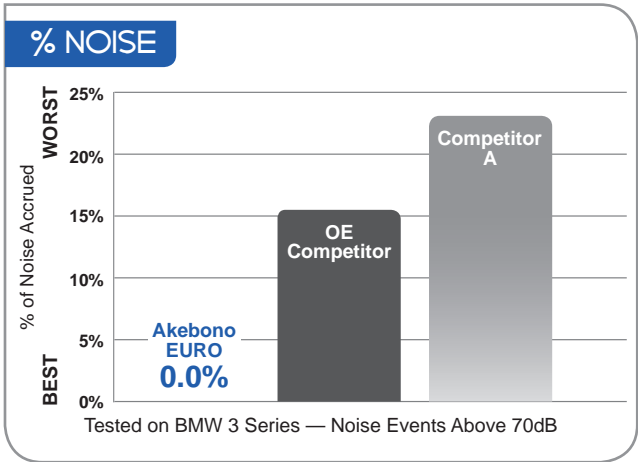
The EURO Ultra-Premium brake pads are designed, engineered and manufactured with the finest materials to virtually eliminate dusting.



Global automakers trust Akebono EURO® Ultra-Premium brake pads to deliver factory performance and safety. Akebono EURO Ultra-Premium brake pads are engineered for the ideal vehicle control and response performance intended by the manufacturers of European makes.

## ULTRA QUIET

Akebono has developed an extensive variety of unique EURO Ultra-Premium ceramic formulations to reduce and/or virtually eliminate brake squealing, groaning and vibration.



## AKEBONO BRAKE PADS DELIVER

- Safety
- Performance
- Confidence
- Durability

## VEHICLE-OPTIMIZED FORMULATIONS

Akebono EURO Ultra-Premium brake pads are specifically designed with various unique wheel architectures in mind. This provides superb function and rotor compatibility, resulting in longer rotor life.

## EUROPEAN ENGINEERING

European OE manufacturers recognize Akebono for its industry-leading braking innovations and products. Akebono's EURO Ultra-Premium brake pads consistently deliver superior braking performance and smooth stopping power across a wide range of driving conditions, including panic stops.

