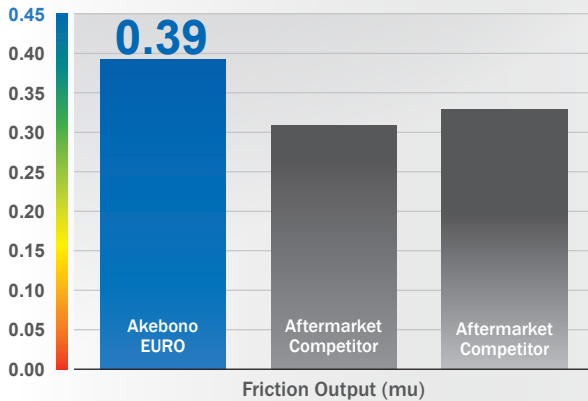


Brake Performance You Can Measure

Akebono Pro-ACT®, EURO® and Performance® Ultra-Premium Brake Pads are continuously tested and benchmarked to ensure optimum stopping power, the least amount of pad wear and the lowest noise, vibration and harshness (NVH).

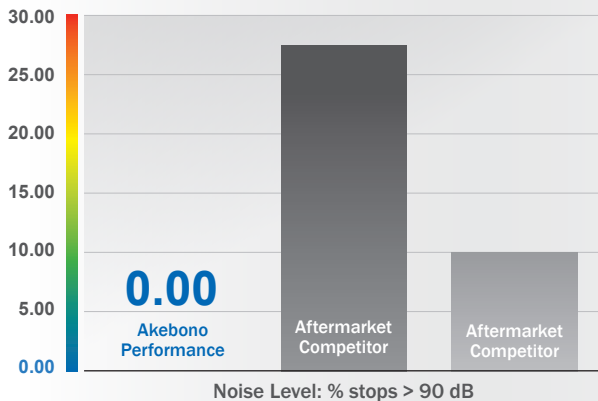
MORE STOPPING POWER

Akebono Ultra-Premium Brake Pads provide superior stopping power.



LESS NOISE

Akebono Ultra-Premium Brake Pads provide a quieter driving experience.



THE INDUSTRY LEADER IN BRAKING

Akebono friction formulations and products offer superior brake performance and customer satisfaction regardless of driving or vehicle requirements.

Akebono, a proven leader in brake pad formulations and products, is:

- ✓ **The #1 choice** of OEMs
- ✓ **The pioneer** of ceramic pad technology
- ✓ **The benchmark** in braking expertise
- ✓ **The global leader** in analysis and control of NVH
- ✓ **The leader** in research and development
- ✓ **First** in customer satisfaction



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

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



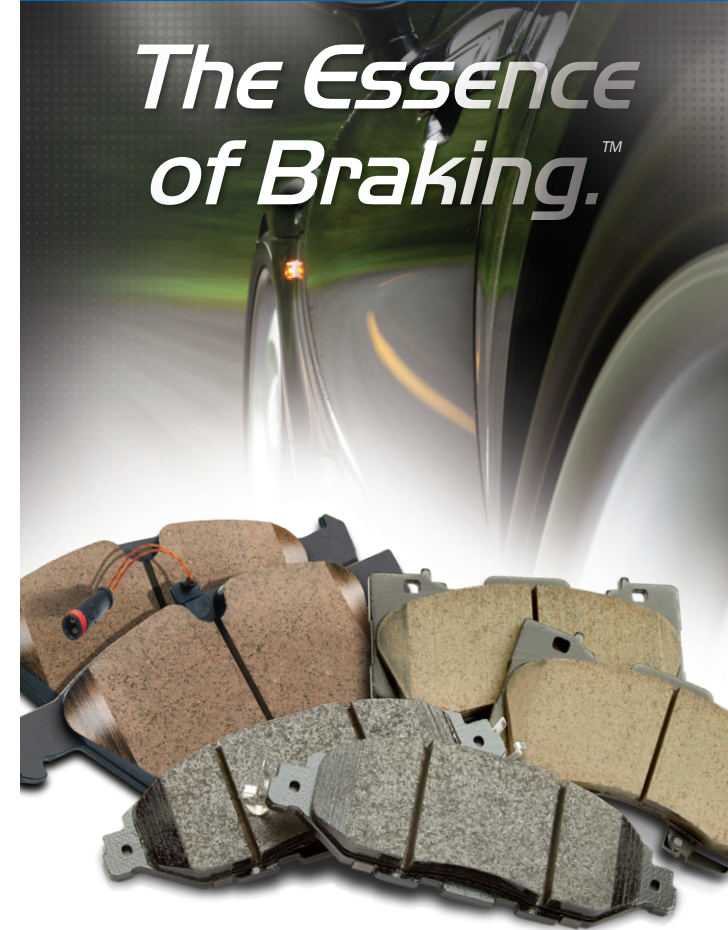
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BRAKE EXPERTS

OE QUALITY PADS FOR ALL VEHICLE TYPES

*The Essence of Braking.*TM



AKEBONO
PROACT
ULTRA-PREMIUM BRAKE PADS

AKEBONO
EURO
ULTRA-PREMIUM BRAKE PADS

AKEBONO
PERFORMANCE
ULTRA-PREMIUM BRAKE PADS

APPLICATION-SPECIFIC BRAKE PADS FOR ANY VEHICLE.

Whether you drive a domestic, European or Asian vehicle, a performance sports car, utility van or pickup truck – you can always expect reliable, smooth and safe stopping with Akebono Pro-ACT®, EURO® and Performance® Ultra-Premium Ceramic Disc Brake Pads. Count on the brake experts to deliver you the right braking solution with Akebono's proprietary line of ceramic friction formulations.

The Akebono Brake Pad Line – Performance Tested. Quality Ensured.

Akebono Ultra-Premium Brake Pads are manufactured and quality-tested in the USA to ensure maximum friction and rotor compatibility. Additionally, every new part is application-fitted to ensure it meets the unique braking requirements of each vehicle model. The result is the industry's lowest return rate and a precise fit that eliminates brake dust, squealing and vibration even under the harshest braking conditions. When you choose Akebono Brake Pads, you can rest assured you're getting the absolute best.



Better Braking by Design

- ✓ The industry's lowest return rate
- ✓ Smoother, quieter braking
- ✓ Genuine OE quality, application-specific solutions
- ✓ Less pad wear compared to other leading brands
- ✓ Cleaner with significantly less brake dust than other leading brands
- ✓ Rotor-friendly formulations extend life of rotors

Industry-Leading Research and Development

Akebono Pro-ACT, EURO and Performance Ultra-Premium Brake Pads are backed by the most comprehensive R&D in the industry. Automotive manufacturers around the world recognize Akebono as the innovating leader in braking technology – you should too!



Clean. Quiet. Smooth.
Durable.
Performance.