

## AKEBONO BRAKE PADS ARE THE OEM BRAND OF CHOICE

- Clean Wheels
- Quiet Performance
- Longer Rotor & Pad Life
- Smooth & Confident Pedal Feel
- Safe, Clean, Quiet & Dependable Braking

*Millions of car owners depend on Akebono Brakes... Shouldn't you?*



Akebono is the Original Equipment Manufacturers' brand of choice and it is factory installed on many of the world's highest rated vehicles.



**Proudly Manufactured in the USA.**

## AKEBONO

- Has more than 80 years of brake design expertise
- Is the originator of ceramic pad technology
- Is the benchmark in braking expertise
- Is the largest OEM friction pad supplier
- Is the global leader in the Analysis and Control of NVH (Noise, Vibration and Harshness)
- Provides unparalleled and extensive R&D

## AKEBONO'S RESEARCH & DEVELOPMENT

Being the largest ceramic brake pad manufacturer in the world gives Akebono a unique advantage: an exclusive original equipment experience and expertise backed by the most comprehensive Research & Development in the industry. That fierce pursuit of unflinching quality and safety assures that Akebono continues to be the innovating leader of braking technology.

Distributed by:



[www.AkebonoBrakes.com](http://www.AkebonoBrakes.com)

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*Precise Braking Control and Performance Designed for European Vehicles.*



**AKEBONO**  
BRAKE EXPERTS

*Technology to Stop the World.™*

Gummy Z-rated tires, precise steering-wheel tension, and a 300-horsepower finely-tuned engine, all harmonize in immediate response to your every command. It's critical that your brakes perform with smooth, quiet assurance in perfect sync with your European designed auto.

Even luxury vehicles can be upgraded, so when it's time to replace your brakes, choose the brand most respected by global leading automakers.

**Akebono EURO Ultra-Premium brake pads provide exactly the ideal vehicle control and response performance intended by the manufacturers of European makes.**

### AKEBONO BRAKE PADS...

- Braking Safety
- Braking Performance
- Braking Confidence
- Braking Durability



**BLACK WHEEL DUST**

After 400 Stops

### Luxuriously Clean

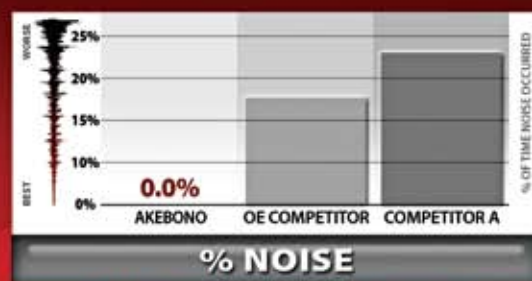
**LOOKS ARE EVERYTHING.**

The EURO Ultra-Premium brake pads are meticulously constructed with the finest materials to virtually eliminate dusting because Akebono shares your passion for the design aesthetics that are unique to European makes.

### Ultra-Quiet

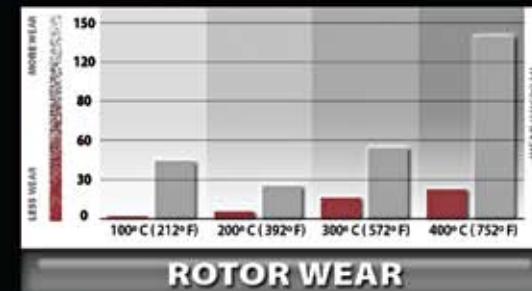
**BE SEEN, NEVER HEARD.**

You know you've arrived in style with the EURO Ultra-Premium brake pads' harmonically dampened design which maximizes control of Noise, Vibration and Harshness to virtually eliminate squealing, groaning and shudders.



Tested on BMW 3 Series - Noise Events Above 70db

Legend: Akebono EURO (dark grey), OE Competitor (light grey), Competitor A (medium grey)



Tested on BMW 3 Series - 1000 Stop Normalized

Legend: Akebono EURO (red), OE Competitor (grey)

### Vehicle-Optimized Formulations FOR YOUR CAR ONLY.

Akebono EURO Ultra-Premium brake pads are formulated and fit with a precision that is remarkably sensitive to every unique wheel architecture. This provides superb function and rotor compatibility, resulting in longer rotor life.

### Command Performer

**FLAWLESS ENGINEERING.**

European design requires vehicle-handling that is unforgiving on brakes. The undisputed global expert in braking technology, Akebono created the EURO Ultra-Premium brake pads to provide the most consistent, smoothest stopping power over a wide range of driving conditions.

*Just as selective as their drivers, European OE manufacturers specify Akebono products for their North American vehicles exports. Assure yourself of a consistently exhilarating, powerful driving experience with Akebono EURO Ultra-Premium brake pads.*

**EURO**<sup>®</sup>  
ULTRA-PREMIUM BRAKE PADS