

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.

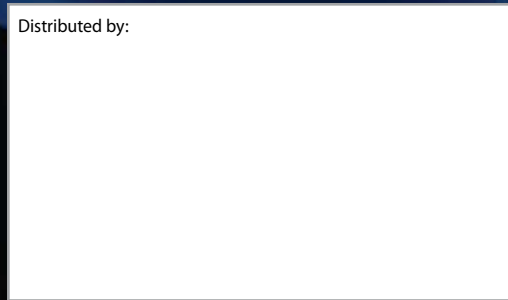
AKEBONO

- 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.

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ProACT
ULTRA-PREMIUM BRAKE PADS

*Ultimate Performance
Designed for Domestic
and Asian Vehicles.*



AKEBONO
BRAKE EXPERTS

Technology to Stop the World.™

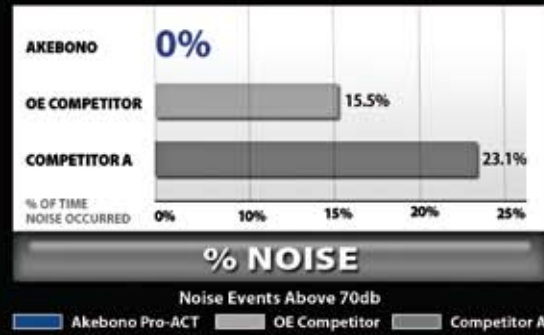
Cruising along the interstate, creeping through rush hour traffic or navigating through your neighborhood, you count on your brakes to stop your vehicle every time with smooth, quiet assurance.

WHY POSSIBLY COMPROMISE BRAKING PERFORMANCE JUST BECAUSE IT IS TIME TO REPLACE YOUR BRAKE PADS? Today, motorists have an option to restore OE performance. The number one choice of automakers can now be yours.

Choose Pro-ACT Ultra-Premium brake pads from Akebono, validated by global automakers to ensure that your vehicle will stop like new.

AKEBONO BRAKE PADS...

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



Ultra-Quiet

NOBODY LIKES BRAKE NOISE.

Akebono has developed an extensive variety of unique Pro-ACT Ceramic formulations to reduce and/or virtually eliminate brake squealing, groaning and vibration. The days of frustrating returns to the brake shop are over.



Low Dusting

NO NEED TO FRET OVER WHEEL DUST.

The carefully selected materials found in Pro-ACT Ultra-Premium brake pads are more compatible with today's popular aluminium, open-wheel designs. They help minimize and/or virtually eliminate dusting.

Vehicle-Optimized Formulations

ONE SIZE DOES NOT FIT ALL.

Pro-ACT Ultra-Premium brake pads are formulated to meet the specific OE quality, fit and performance requirements for your vehicle. More than 400 pads are available for virtually every domestic and Asian vehicles built since 1990.



Enhanced Durability

SEE YOU LATER - MUCH LATER.

For the vast majority of motorists, Pro-ACT Ultra-Premium brake pads provide significantly improved pad wear performance in normal driving conditions compared to traditional brake pads. This means longer times between brake jobs.

Smooth Braking

BRAKE WITH CONTROL & CONFIDENCE.

Pro-ACT Ultra-Premium brake pads provide more consistent, smooth stopping power over a wide range of driving conditions, including panic stops.

ProACT
ULTRA-PREMIUM BRAKE PADS