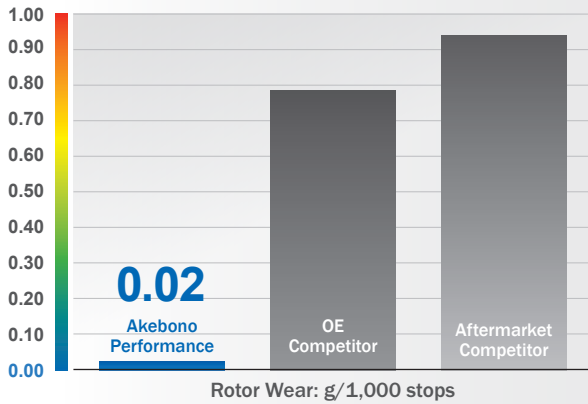


Brake Performance You Can Measure

Akebono Performance® Ultra-Premium Brake Pads are continuously tested and benchmarked to ensure that you get the best braking performance.

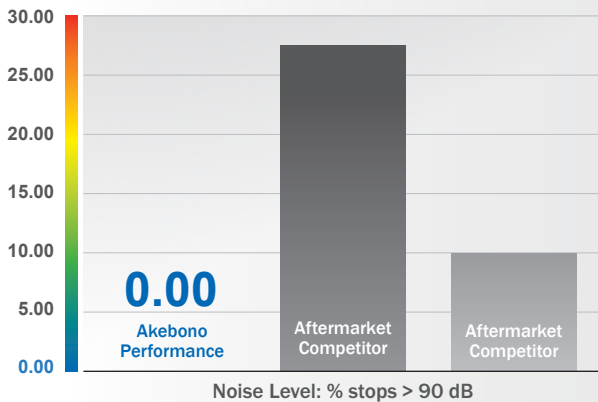
REDUCED ROTOR WEAR

Akebono Performance Brake Pads are gentler on your rotors over time.



LESS NOISE

Akebono Performance 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.

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



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FOR FLEET AND PERFORMANCE APPLICATIONS

*Work Hard.
Play Harder.*



akebono
BRAKE EXPERTS

PERFORMANCE YOU CAN FEEL.

BRAKING POWER YOU CAN TRUST.

Whether you drive a high-performance vehicle or work truck, Akebono has you covered. Akebono Performance® Ultra-Premium Ceramic Disc Brake Pads offer reliable, smooth, safe stopping for muscle cars, light trucks, SUVs, fleets and law enforcement vehicles.

Clean, Quiet, Smooth Braking

Akebono Performance Brake Pads are produced from proprietary ceramic formulations for maximum friction, rotor compatibility and the unique braking requirements of each model. The result – a precise fit that eliminates brake squealing, groaning and vibration under harsh braking conditions or when additional braking force is needed – from cornering on the race track to towing a camper.

Work or play, experience braking control and performance by the leader in friction technology – Akebono – trusted by automakers worldwide.



Better Braking by Design

- ✓ **Ultra clean, quiet and smooth**
- ✓ **Extremely durable** under normal driving conditions
- ✓ **The industry's lowest return rate**
- ✓ **Less pad wear** compared to other leading brands
- ✓ **Best ROI** providing 40% longer-lasting brake pads compared to other leading brands
- ✓ **Rotor-friendly** formulations extend life of rotors
- ✓ **Most reliable** braking at the lowest cost per mile
- ✓ **Trusted** by OEMs and fleets

Trust the Brakes Trusted by the Fleets

Business and municipal automotive fleets across North America turn to Akebono Performance Ultra-Premium Brake Pads to provide durability, reliability and longevity for millions of work vehicles.



Less Dust. Clean Wheels.
Akebono Ultra-Premium Brake Pads are formulated to virtually eliminate brake dust.

The Solution

Clean. Quiet. Smooth.
Durable.
Performance.